

# QUILL

December, 1958

New Breed of Reporters

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Opportunity Knocking

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Industrial Press Blueprint

Page 7



50¢

A MAGAZINE FOR JOURNALISTS

“You’re still my friend, aren’t you, Brutus?”



IT PAYS  
TO KNOW  
THE  
ANSWERS

If Julius had *really* known the facts, those Ides of March might have been less unfortunate for him. It is a happier thought that in today's keenly competitive business of broadcast advertising you can keep your eye on everything new by reading **BROADCASTING**. It's *THE* most complete round-up of TV-and-radio developments. At a get-acquainted \$3.50, you can receive the next 26 decision-easing issues — and be wiser than a senateful of soothsayers because of them.



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1735 DeSales Street, N. W., Washington 6, D. C.

THE QUILL for December, 1958

# THE QUILL

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## CARTOONIST OF THE MONTH

Eugene Craig, whose cartoon drawn especially for THE QUILL, appears on the editorial page, has been drawing editorial cartoons and a gag-cartoon page "Forever Female" for the Columbus, Ohio, *Dispatch*, since 1955. He started as a cartoonist in 1934 on the Fort Wayne, Ind., *News-Sentinel* and in 1951 moved to the Brooklyn, N. Y., *Eagle*. When that paper folded in 1955, he moved to Columbus. He is married and has four children.

Eugene Craig



NATIONAL OBJECTIVE: FIGHT SECRECY, INFORM THE PEOPLE

A Magazine for Journalists—Founded 1912

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DECEMBER, 1958—Vol. XLVI, No. 12

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*Seen in the cover picture are CBS News Staffers at work gathering, processing, writing, re writing and editing the news that will be seen and heard by millions coast to coast. Standing at top left, with coat and tie, is well known CBS Newsman Walter Cronkite.*

## LOOK FOR IT NEXT MONTH

MASSACHUSETTS OPEN MEETING LAW

By William L. Plante Jr.

DEFENSE OF SENSATIONALISM

By Jim Bedford

REVOLUTION IN RADIO NEWS

By James Bormann

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By Howard Bray

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December is a month of celebration. In reverence, or quiet delight, or in pure, noisy joy, American families celebrate the Christmas and New Year season.

December, ironically, is also a month of mourning. It is a month when traffic deaths and injuries reach an appalling peak. Ugly weather, long hours of darkness, and crowded streets shorten the odds against drivers who already have gambled too heavily on speed—or a couple of drinks.

## *Will you extend the season's greetings in your obituary column?*

December is here. But there is still time for you to help your community move through the season safely—and happily.

THE TRAVELERS Insurance Companies, Hartford 15, Connecticut

# EDITORIALS

## Sports Pages Show the Way

OME of the best writing in American newspapers appears in the sports pages. Readership studies provide solid evidence of the popularity of the sports sections and circulation managers readily admit their sales appeal. This development did not happen by accident; nor can it be explained solely as a result of increasing leisure, which has whetted the reader's appetite for sports.

Sports writers were not always the glamour boys of the profession, and in my own youth the sports pages were a sorry contrast to their counterpart today. But in recent decades there is probably no department of the newspaper which has done as much to strike off the shackles of tradition. The sports department was the first to discourage stereotype "who, what, when" leads and encourage a new style of writing. Some of the best known novelists and short story writers of our time have come from the sports departments.

● Sports editors have experimented with makeup and their pages today show more imagination and originality than is evident in other departments of the newspaper. They have given serious attention to pictures and some of the best action pictures of our time appear on their pages.

When this century was young, sports editors confined their attention almost exclusively to professional baseball and boxing, horse racing and major intercollegiate football. It is true that today's sports enthusiast is interested in a much wider range of athletic prowess, but the fact remains that the sports department has kept pace with changing reader interests far better than other departments of the newspaper.

Bill Hobby, a member of the sports staff of the Houston, Texas, Post, would add to this list of achievements. In a recent article in "The Reporter," he insists that the sports departments also produce the best reporting. It is on the sports pages of many newspapers, he believes, where "the most expert coverage of a reasonably technical subject" is to be found.

It can be argued that there is a decided difference between expert coverage of a football game and technical perfection and thoroughness in reporting the launching of an earth satellite. It can also be pointed out that the average layman has not the same enthusiastic concern with space travel that he has with a batting average.

I suspect that one of the common errors of today's editors is that they have tended to underestimate the intelligence and interests of the readers. I am not convinced that today's newspaper readers are more highbrow than their predecessors, but the kind of a world we live in has forced upon them a concern with an environment which demands a comprehension of matters unknown a generation ago.

● If the reader expects—and gets—this high standard of competence on the sports pages, then it is reasonable to assume that he has the right to expect the same high standard in the coverage of the serious and significant news. Hobby believes the reader today wants his news "presented on a level of precision and detail on which many newspapers are not accustomed to operating."

Generalizations are usually dangerous, and certainly



Drawn for THE QUILL by Eugene Craig, Columbus, Ohio, Dispatch

### OUTGUNNED

it is inaccurate to suggest that all newspapers fall short of attaining such standards in their news columns. Yet I suspect there is a solid kernel of truth in his harsh indictment. Perhaps too many of us underestimate the general educational level of our readers and the sophistication they possess. We are doing something, but not enough, to develop a style of news presentation in keeping with the times. We have not always made effective use of the new ideas in makeup and pictorial coverage. Perhaps most of all, we have not applied the thoroughness and zeal to news coverage that is evident in our best sports pages.

## Electronic Reporters

**S**TANDARD equipment for a newspaper reporter includes such simple items as a pad of copy paper, a pencil, and unlimited reserves of persistence, ingenuity and nerve. The new television reporter must add to the list such bulky items as tape recorders and motion picture cameras. They not only need to know where the news is and how to get it, but they must also be able to see through the eye of a camera and worry about such things as acoustics and lighting.

● Television news has come a long way since December 7, 1941 when Station WCBW made history while history was being made by telecasting the news of the bombing of Pearl Harbor. That telecast was the first extended special coverage of a major news event. Television was a wartime casualty, but by 1946 television news was back on the air and by 1948 when this new medium brought the national political conventions into millions of homes, its impact could not be denied.

Bill Downs points out in this issue, that as television news comes of age, we are seeing the development of a new kind of reporter, who is confronted with a new set of problems and challenged by new opportunities. Downs concedes that the electronic reporter is just "out of the larva stage," but the pioneers in this field have already created a new set of traditions for the profession.

CHARLES C. CLAYTON

# Holiday Dinner

## Appetizers

ver

Louisiana shrimp cocktail

California crab meat

Michigan navy bean

Soups

Rhode Island chicken noodle

Texas steak

Virginia ham



For almost everyone in America today, the zest and excitement of holiday eating carry through the entire year . . . because the motor truck has revolutionized our distribution system to bring us daily deliveries of greater varieties of fresher, more nutritious foods *no matter where we live!*

## AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.



THE WHEELS THAT GO EVERYWHERE





# Blueprint for the Industrial Press

By CHARLES J. MORSE

INDUSTRIAL publication, regarded as one of the youngest and fastest growing branches of the Fourth Estate, has made some significant strides recently in the establishment of a set of standards by which those magazines and newspapers can be judged in an Annual Awards Program.

A recent survey by the Gebbie Press of New York City, published in its 1958 directory, discloses that the industrial (company) publication field is constantly changing and expanding, and it now has a per issue circulation totaling 150,000,000 copies—greater by far than the combined circulation of all general subscription and newsstand type magazines in the U. S. and Canada.

Setting a yardstick for these publications (about 10,000 of them in the United States and Canada) is not an easy task for several reasons. They consist largely of magazines and newspapers—most of them pin-pointed to certain audiences and with widely diversified purposes. There are internals directed primarily to employees and stockholders; externals mailed to sales prospects, agents, dealers, wholesalers, customers and others; and combinations intended for one or more of the first two groups. There is also a

sprinkling of trade, association and syndicated publications in the lot.

A further breakdown of the entries provides for each general type to be divided according to the specific audiences, and whether for single community or multiple community readers. Separate divisions are set aside for special format and special audiences, and (in the 1957-58 program) citations were given on the basis of creative initiative for certain kinds of material. Thus, first awards, awards of excellence and certificates of merit were given in thirty-three distinct categories, in addition to the special citations.

What makes an evaluation and judging program even more difficult in the Industrial field is that all three general types come in a variety of sizes, from four to eighty pages, and with circulation ranging from 500 to well over 1,000,000 copies per month. The circulation, size of the budget, and editorial staff have a great influence on format and appearance—some with only black on white and others in four colors throughout, equal in quality and flamboyancy to the finest in the general subscription field. All those factors are taken into account. As a group, these publications are produced by almost every known print-

ing and reproduction process, including the better-known letterpress, offset, rotogravure and planograph methods.

Faced with this potpourri of problems, the International Council of Industrial Editors developed a workable plan through which each publication submitted is evaluated according to the "stated purpose" of its editor or publisher.

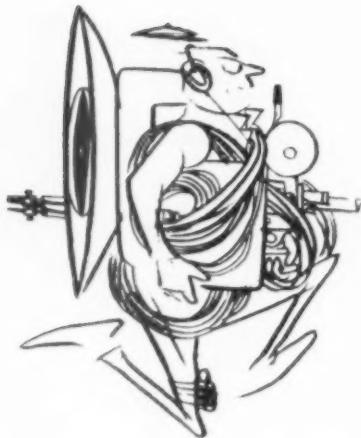
- Each year one of the thirty-five local or regional editors associations affiliated with ICIE conducts the Annual Awards Program under ICIE sponsorship, and keeps a percentage of the profits therefrom for its local treasury. The chairman of this group selects qualified evaluators from among the outstanding editors in its membership. The foundation and basis for conducting the program is the newly-created "Manual for Evaluators and Judges," which is considered to possess the most complete set of standards ever developed as a quality guide.

(Turn to page 10)

## BEHIND THE BYLINE

A past president of the International Council of Industrial Editors and an associate editor of *THE QUILL*, Charles J. Morse is manager of publications for the Peoples Gas Light and Coke Company of Chicago and editor of the *Gas News*. He is a graduate of Northwestern University and the Blackstone College of Law, has lectured at a number of universities and was named a \$1-a-year consultant to the United States Treasury Department in 1945 and served as editor of "Payroll Savings," a national magazine to promote the war bond program.





# Television Breeds New Type Reporter

BY BILL DOWNS

marvelous and sometimes frightening medium of immediate communication.

● The mere organization of the scores of people whose efforts go into a single fifteen-minute report of, say, "Douglas Edwards and the News" might involve an Egyptian delivery boy rushing to get some Nasser film on an airliner to New York . . . a cameraman like Cyril Bliss arguing with Polish police to prevent his film from being confiscated. CBS News Correspondent David Schoenbrun in Algeria or Peter Kalischer off Quemoy risking gunfire to get an eyewitness report. After which the material must get to the editors, cutters, writers, artists and fitted into the day's format to be matter-of-factly introduced by Edwards . . . or Murrow, Collingwood, Cronkite, Sevareid, Trout or Smith.

How all of this is done is explained in **"Television News Reporting."**

However, the book does leave something out. And that is the evolution—the conversion, if you will—of the TV news reporter. As of now he is just out of the larva stage.

● Any close observer of the species would have discovered that even the hard-bitten members of the press began accepting television as a bona fide news reporting medium at the 1948 national political conventions in Philadelphia. One had only to count the number of political pundits from across the country who spent so much time covering the Dewey and Truman nominations from in front of the TV tubes established in the air-conditioned Convention Hall press lounge of the Pennsylvania Railroad.

From then on, there was no stopping television news. But for the radio reporter, the transition produced growing pains that sometimes were very acute . . . other times they hurt only when you laughed.

CBS News sent me to Berlin after the 1948 elections. The Russian blockade had just begun, and the air lift which was to save the isolated city was just getting under way.

● My predecessor, Allan Jackson, left the CBS News Berlin bureau a Stan-

cil-Hoffman tape recorder—the main tool of the radio broadcaster at that time. Shortly afterward there arrived by air mail a 16 mm Bell and Howell magazine camera, a supply of film—and a book. The book was a Kodak Company volume with a title something like "how to make amateur movies the easy way." It was good.

It was also at this time that electronic schizophrenia set in. And it was the beginning of what was then called the "pack-horse school of reporting."

● CBS News foreign correspondents became badly split personalities. To carry and operate a portable tape recorder and a 16 mm camera simultaneously was obviously impossible. So began the job of trying to second guess a story. A riot by East Berlin Communists was easy. You took the camera. A statement by the Berlin commander, General Lucius Clay, was obviously a job for the tape recorder.

The only trouble was that CBS Radio News wanted to know where were the sound tapes of the rioting. And CBS TV News always demanded why were there not silent shots of General Clay to be played behind Doug Edwards as he read the statement.

● The Stancil-Hoffman recorder weighs only some twelve pounds, but there also had to be another bag to carry spare reels of tape and two kinds of batteries. The 16 mm silent camera also was not heavy. But add it to a half dozen additional film packs, and the shoulders begin to sag.

The new-style electronic reporter had to take his portable typewriter on out-of-town stories, with log forms, carbon paper, shipping labels, and the usual notebooks, typing paper and other incumbrances.

Consequently, ten years ago the fully equipped CBS News radio and TV foreign correspondent had a camera and an accessories bag slung over one shoulder, a tape recorder and an equipment kit over the other, his typewriter in one hand and a briefcase containing a portable office (with

Some twenty years ago a newspaper reporter would not admit knowingly that there was any such thing as a radio newsman. And even those of us who left newspapers and press associations to take up this exciting new medium were scorned by our colleagues as ranking somewhere between peddlers of snake oil and fallen chorus boys.

Ed Murrow, Hans Kaltenborn, Ray Swing, Bill Shirer and others brought responsibility and respectability to radio journalism—along with the realization among the Gutenberg boys that the radio reporter could broadcast to more people in a two-minute pickup on the morning world roundup of the news than most of them would write for the rest of their lives.

● The television news reporter has had a similar but shorter journalistic purgatory to endure. Much of it was his own fault as he learned to use and adapt the sound camera to the news conference or the fast-breaking story. Much of the deserved criticism of early TV reporting was the fault of employers. Some thought handing an announcer a microphone to stick in front of a victim's face and asking an inane or meaningless question automatically made that reader-of-commercials a reporter.

The staff of CBS News has compiled some of this early history of television's growth in a book which must eventually become a basic primer on TV news as this particular field of electronic journalism continues to change and expand.

Edited by the director of CBS News, John Day, the book **"Television News Reporting"** explains the collective experience of what every TV news show actually is—a collective effort by an increasingly expert group of people pioneering together among the cathode rays and decibels of a

flask) in the other. Cover a story? It was enough to just move.

• At first, all of this was exciting. Learning about lens changes, film speeds, establishing shots, exposures, panning and the need to eschew cocktail parties if you want to make handheld long-range shots with a four-inch lens.

But then came the professional—and psychic—shock. As radio reporting and reporters matured, there had developed a personal pride in putting the story into perspective, studying and analyzing its meaning, or just broadcasting the excitement of a noteworthy event.

But as a tyro television journalist with his brand new camera, the same reporter suddenly came to realize that this job mostly is done automatically through the camera lens—and without a word being said.

Trying to learn something about TV news overseas in 1949 was handicapped by the fact that the industry was barely getting underway in Europe. Also the reporter-cameraman operated blind—he seldom if ever got to see his own stuff. The whole experience was a little like trying to catch a flying bat with a butterfly net in a blacked out Madison Square Garden.

• Still spot television film was so rare in those days that a surprisingly large amount of the Berlin bureau's blockade film got used. It was the same when I was transferred from Berlin back to Washington in 1950 and made the mistake of volunteering to "help out" with the new Korean War coverage. Six days later I was on my way to the Far East.

In the early days of the sticky retreat down the Korean peninsula there were no broadcast lines or facilities available. For the broadcaster, it meant repeated flying from Tokyo to Pusan or Taegu and then hitch-hiking to the front—if the front didn't beat you to it.

• Again CBS TV News programs were starving for spot film. Almost anything would be used even if it were badly exposed or out of focus. And in the early days of war, a lot of that kind of film got on the network. However our skill was developing somewhat and it is with considerable pride that we occasionally humble our photographer friends by pointing to a *Newsweek* story of the times. *Newsweek* describes Downs as "a natural born cameraman." We were going to have a shoulder flash made up to wear on our uniform sleeve with that label. However, the bona fide photographers in the Tokyo press club

threatened to tear the sleeve off and return it to us with the arm inside.

By this time, CBS Television News had expanded and grown. Newsfilm Syndication was formed. Ed Murrow and Fred Friendly had already set the pattern for the industry's news documentary by their superb weekly "See It Now" series.

But it was in setting up a television operation in Rome in 1953 that I really learned about the facts of postwar international communication. We were fortunate to locate an excellent cameraman in Joe Falletta, a former GI from New York City whose Italian parents had given him a language background which enabled him to marry one of Italy's most beautiful operetta stars.

• However, since CBS News standard film development procedures and other factors demanded that American 16 mm film be shipped into the Rome bureau, our troubles with the Italian bureaucracy began.

Italian law is designed to protect that nation's resurgent film industry. It is one of the Government's greatest dollar earners. So to control every phase of this business, you need both import and export licenses to ship American manufactured film. Also the footage is strictly controlled. So involved are the bureaucratic details of this operation that a pair of enterpris-

#### BEHIND THE BYLINE

During the last twenty years CBS Newsman **Bill Downs** has covered much of the globe. He joined CBS News in London in 1942, soon went to Moscow as head of the CBS Bureau for two years, made the D-Day landing with British forces in Normandy, then covered the entire European campaign. He received the National Headliners' Club Award for the "outstanding foreign exclusive broadcast of 1944-45," his eye-witness account of the surrender of all German forces in Northwestern Germany, Holland and Denmark, to Field Marshal Montgomery. Moving to the Pacific theatre he entered Tokyo with occupation forces, covered the Japanese surrender, and made the first on-the-spot broadcast from Hong Kong September 19, 1945. In 1946 he made the pool broadcast to all American networks of historic atomic bomb tests off Bikini. In 1949 he received the Overseas Press Club award for best foreign news reporting. His globe-circling at-the-scene reporting has included the Mediterranean and Middle East areas in recent years.

The drawing on page eight is by cartoonist Robert Osborn.



BILL DOWNS

ing Italian exporters set up an agency just to deal with these matters for the U.S., British, French and other foreign television and movie companies shipping film in and out of the country. At last report they were making a good thing of it.

• That was only part of the job. Your new-style electronic foreign correspondent must not only be able to circumvent bureaucratic red tape, but he also must be an expert shipping agent. This means knowing what planes are going from Rome to New York and at which of the twenty-four hours of the day they will land and take off. He must be able to navigate his Fiat with the most reckless of Italian drivers in the race to Ciampino airport to get film aboard Pan American, TWA or any other airliner which goes directly to New York. But he must also make sure that planes are not changed in Paris, London or Brussels because film inevitably gets lost in the jumble of a foreign airport.

When the New York office finally sent over the latest Auricon sound camera—brand new—Falletta stood with us gazing in silent admiration when we first hoisted it on its shiny tripod. The camera's three lenses stared back and sneered.

What we discovered was that the big Auricon with its 1,200-foot film magazines weighs more than half a ton with all its various independent power packs, lights, zizz wheels, microphones and purtoins. We also had forgotten that Falletta did not have a sound man.

• So back to the operating manual and the mimeographed instructions  
*(Turn to page 14)*



## Industrial Press—

(Continued from page 7)

for publications of all types. It is revised annually to keep it up to date.

Another valuable tool created by ICIE for its program is the evaluation form, printed in different colors for various kinds of publications to avoid error, and covering the content, writing and appearance of each entry based on ninety-three main points. There are seven pages for magazines and slightly fewer for newspapers. The greater part of the evaluation is made by checking-off the ninety-three points under the headings "Outstanding," "Excellent," "Good," "Fair," and "Poor," but space is provided in each section for the reviewers' written comments.

• The reviewers work in teams of three, examining three successive issues of each publication, taking into consideration the purpose, circulation, kind of business, type of audience and similar matters. After scoring, the whole job is checked by a member of the Central Committee to overcome the natural human tendencies to exercise their own pet peeves about certain phases of publication creation and production.

The three main parts of the evaluation form—Content, Writing, Appearance—have a weighted average in the scoring system. In the actual scoring, the results will appear as follows: for a publication which uses color and art treatment.

Content—29 questions—31.19 per cent.

Writing—23 questions—30.10 per cent.

Appearance—36 questions—38.71 per cent.

Publications using color or art are penalized for not using them effec-

No matter how far ahead the deadline for entries is announced, more than half of them are received just before the closing date. Here the Awards Committee sorts entries that just got under the wire in the International Council of Industrial Editors awards competition. Left to right are Jean Sonnhalter, Firestone Tire and Rubber Company; Forrest Still, The B. F. Goodrich Company; Helen McClurg, International Chemical Workers Union; and Thomas Burke, Seiberling Rubber Company.

tively, and those which cannot afford color or art, if they do a better job on content and writing, acquire a better score. For the publication that prints editorials, and the one that uses personals, or departmental or plant news, the weight shifts the same way—they pay a heavier penalty if they use these elements poorly than if they didn't use them at all.

• For the purpose of evaluating the entries, first newspapers and magazines are separated. Then they are divided according to "Audience" (internal, external, combination) and "Primary Purpose" (news and activities of single community, more than one community, etc.).

While the cream of the entries (approximately the top 20 per cent) are set aside for the final judging and awards, by far the most popular part of the program is the evaluation, which is processed prior to the judging, by different people. Each editor entering the program can observe the strong and weak points of his entire publication program by scanning the filled-in evaluation form, which he receives at the conclusion of the final judging. For example, a downscore on typography might send him on a search for better type faces and more effective use of them. A comment from a sharp-eyed evaluator may correct faults in his editorial balance, writing, style, headline treatment, page design, or the use of photos, layout, or engravings, just to mention a few items normally covered.

Final judges are chosen by the affiliated associations comprising ICIE, and they usually meet in the city or area conducting the program for that year. All entries are scored beforehand by the evaluators, and the top 20 per cent in the scoring are selected on the basis of separate comparisons in each category. The judges also study ICIE's new "manual" before the judging takes place. Out of 1,000 entries this year, 106 won awards or citations.

Following each year's program, there is a hue and cry from "low budg-

et" editors who maintain that regardless of talent, resourcefulness, or time and energy expended, they cannot compete for prizes in the program against "high budget" publications. This may be true in many cases, but in a program dedicated to the improvement of the entire field on a nationwide scale, it would be unreasonable to retard the development of the majority by gearing it to the desires of a minority with specific problems of its own.

• As a general rule, regardless of the type of business it represents, an industrial publication develops and expands its usefulness in direct proportion to the awareness of its management to modern concepts of human relations. But even in a company where executives are alert to those very important factors and techniques, if the company is small (for example with 500 to 1,000 employees), the per copy cost of the publication is so high that it is difficult to justify a "slick paper" production, or even to hire a full-time editor.

Progress in any field of journalism, as is true in any specialization, is possible only through the slow process of education, experience, exchanging ideas and the sharing of problems. This is particularly true in the industrial publication field, which is so young that it is suffering from growing pains. The ICIE Awards Program is one of the greatest influences yet to appear on the scene for the improvement in appearance and effectiveness in this expanding branch of the Fourth Estate.



Charles J. Morse, manager of publications of the Peoples Gas Light and Coke Company, Chicago, and associate editor of *The Quill*, who describes how industrial publications are evaluated.

# What is the largest "farm group" in *your* state?

... IN STATE AFTER STATE IT'S THE  
GROWING GROUP OF FARM FAMILIES  
WHO SAVE TRADING STAMPS

BY tradition America's farm families are among the country's thriftiest. So it is not surprising that for 62 years farm families have been active users of one of the oldest forms of thrift—the trading stamp. Today 70% of all farm families save trading stamps and the number is growing along with the growth of the trading stamp industry itself.

During 1957 alone, 25 million dollars' worth of trading stamp merchandise went into farm homes. Every 2 seconds a farm family is redeeming trading stamps for something it wants or needs.

At the same time that trading stamps are putting items into farmers' homes and tool sheds, they are also putting money into farm pockets. America's farmers have a stake in supplying food for 90,000 workers whose livelihood depends upon the business generated by the trading stamp industry. The indus-

try is a customer of theirs for primary materials such as wool, cotton, leather that go into the manufacture of merchandise for stamp redemption. In fact, total farm purchases resulting from the stamp industry in 1957 were estimated at 47 million dollars—about equal to the income all U. S. farmers received for the raising of sheep and lambs that year.

Economically and personally, America's farm families are deeply interested in the trading stamp industry. They benefit not only through increased income, but are rewarded for their diligence and thrift in the things they get with trading stamps.

\* \* \*

NOTE: If you would like to receive research material about the trading stamp industry . . . or answers to specific questions about stamps, simply write to The Sperry and Hutchinson Company, 114 Fifth Avenue, New York 11, New York.

*This message is one of a series presented for your information by  
THE SPERRY AND HUTCHINSON COMPANY which pioneered 62 years ago in  
the movement to give trading stamps to consumers as a discount for paying cash.  
S&H GREEN STAMPS are currently being saved by over 22 million families.*



The combined circulation of the magazines represented by these 100 members of the American Agricultural Editors Association is more than 20,000,000. The group is shown here in the White House Rose Garden at a reception given by President Eisenhower.

**O**PPORTUNITY isn't knocking for the agricultural journalist—it's breaking the door down!

There is a constant and growing demand for journalists who can write intelligently on agricultural subjects. At least six job openings exist for every qualified applicant. If this reads like a want ad for the farm press—it is. For attractive opportunities exist on national, specialized and state farm magazines; farm supplements in daily newspapers; radio and television stations, and in advertising agencies and agricultural colleges.

The job of farm editor is one of the most absorbing, the most gratifying, and most rewarding positions in journalism. It pays well in both dollars and prestige, and munificently in lasting satisfactions. Starting salaries on many farm magazines range from \$4,500 to as high as \$7,000 annually on specialized farm magazines. The real reward comes after about ten years on the job (when you have two children and a mortgage). During this period, many farm editors earn \$10,000 to \$12,000 annually. The really top jobs in agricultural journalism pay from \$16,000 (for the editor of a specialized farm magazine) to as high as \$30,000 for the editor-publisher of a nationally circulated farm publication.

The data on salaries, obtained in a confidential survey of the editors of thirty-five farm magazines maintain-

ing membership in the Agricultural Publishers Association, are based upon returns from fourteen farm magazines, chosen to represent a cross-section of national, regional, state, and specialized farm publications.

• The editors revealed the existence of 109 writing jobs on these fourteen magazines. The total includes jobs for twenty-two editors, fifty associate editors, and forty-six field editors. In addition, these magazines employ seventy-seven staff writers or columnists on a part-time basis.

There are at present more than 235 farm publications published in the United States with a combined circulation of 27,349,749. Based upon a rule-of-thumb average of seven writing jobs on each magazine, that's a total of 1,645 jobs in existence in the field of farm magazine journalism. For one reason or another, 500 new jobs are being created in agricultural communications each year.

• How do farm editorial jobs compare with those on a daily newspaper, or a weekly newspaper? Having served as a police reporter for a daily newspaper (*The South Bend, Ind. Tribune*), and editor of a weekly newspaper (*The Barrington Courier-Review*), and now as editor of a monthly farm magazine (*The National Live Stock Producer*), the best answer seems to be a parody of Sophie

## Jobs Go Begging

# Challenge in F

By JACK SAMPIER

Tucker, the last of the red-hot mamas, who said:

"I've had it rich, and I've had it poor, and believe me, rich is better!"

Among the numerous questions asked of farm editors in this survey were: (1) In your opinion, what is a good agricultural editor; and (2) If you were to offer about four sentences of advice to young men now in college who plan an agricultural journalism career, what would they be?

Here are the answers to those two questions supplied by four leading farm editors:

• "A good agricultural editor is one who has a knowledge of a specialized field plus journalistic training. He should have a major in agriculture or journalism. To young men now in college, I would say 'stay with it' as there is an extreme shortage of college trained agricultural journalists."

—KIRK FOX, Editor Emeritus  
*Successful Farming*

"A good agricultural editor is one who has a genuine interest in the welfare of rural people, their problems and their way of life. He should be able to read, write and reason. He should not be so highly trained in one phase of agriculture that he mistakes himself for an expert. He should always be the inquiring reporter; able to get to the point quickly and express it in a few words. College men aspiring to be farm editors should learn to read."

—F. J. DEERING, Editor  
*The Farmer-Stockman*

"A good agricultural editor knows what he is talking about and is able to put it on paper in interesting form. He should have had some good newspaper training so that he knows what makes a good story and what makes people read it."

"To the college men—make up your mind that you have to be able to produce to hold any job these days, especially a job on a newspaper or magazine. Learn to do first things first

# Farm Press

and do them accurately with at least reasonable speed.

"Your best training will be obtained on a well-run, well-edited daily newspaper. If you land a job on an agricultural publication, keep your eyes open, your mouth shut, and work like hell."

—AARON DUDLEY, Editor  
*Western Livestock Journal*

"He must know agriculture and be able to 'front' for agriculture. He should be good at clear, simple, educational writing—know basic grammar. College aspirants should get a degree heavy on subject matter allied with agriculture and perfect their writing without regard to old fashioned journalistic sacred cows."

—PAUL JOHNSON, Editor  
*The Prairie Farmer*

• The farm editor-to-be must recognize that American agriculture is undergoing its third major revolution. The first came in the mid-nineteenth century when we substituted animal power for human power; the second in the 1920's when we substituted mechanical power for animal power. Today, agriculture is engaged in its third great revolution—the substitution of capital and technology for manpower, horsepower and mechanical power.

Jack W. Sampier, editor of the *National Live Stock Producer*, at left, and Burt Zollo of the Pick Hotel Corporation, with the grand champion steer of a recent International Live Stock Exposition, which was purchased by the Pick Hotels for \$20,000.



## What Makes a Good Editor?

THE National Live Stock Producer, in cooperation with THE QUILL, offers \$100 for the best article of not more than 500 words on "What Makes a Good Editor?" The offer is open to everyone and the deadline for entries is March 1. Send your entries to: Editor Contest, Sigma Delta Chi, 35 E. Wacker Drive, Chicago 1, Ill. The entries will be judged by editors of THE QUILL.

• There is an estimated \$55,000 invested in each agricultural worker against the average \$15,000 invested in each industrial worker. During the past five years, the average farm has increased from 214 to 242 acres, according to the U. S. Census of Agriculture.

For the farm journalist, these vast and sweeping changes taking place in agriculture call for intelligent and interpretive writing. Such writing must be timely and interesting, and yet of an educational nature, as Paul Johnson points out.

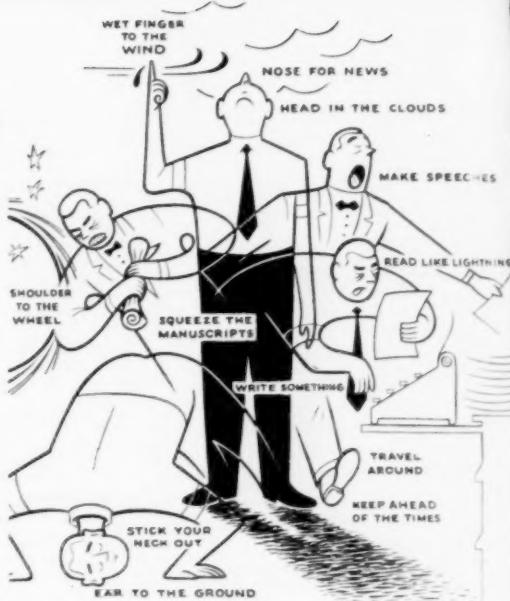
Here's why:

Farmers read for information, not entertainment. The R.F.D. mailbox is so clogged with junk mail—circulars, folders, flyers, etc., and competing farm publications—that your written output must be a really first class job to attract and draw attention. And you've got to grab the reader before he kicks off his shoes and turns on the TV set!

• If you have the impression that the modern farmer is a straw-sucking hayseed that you have to write down to, stop kidding yourself. His tastes are perhaps more cosmopolitan than yours. The average reader of *National Live Stock Producer*, for example, had an income of \$19,253 from the sale of live stock last year.

A good farm editor must have at least eight of several basic qualifications, if he and the magazine he edits are to be successful. Aside from the fundamental skills of knowing how to read quickly and comprehend a vast amount of different kinds of material, and a basic understanding of grammar, the successful farm editor must: 1. Possess good judgment; 2. Possess good taste; 3. Know his readers; 4. Know agriculture; 5. Know journalism; 6. Know magazine production techniques; 7. Know what's going on outside of agriculture, and 8. Understand the law of libel.

• The chief editor should spend considerable time away from his desk;



THE GOOD EDITOR

read widely in many fields; visit with all kinds of people; keep his natural curiosity alive, his mind flexible and growing to meet the changing conditions of the industry. The good farm editor, according to a number of clichés, must: have a nose for news, keep his head in the clouds, stick his neck out, keep his shoulder to the wheel, keep his ear to the ground and his finger to the wind. He must read thick manuscripts like lightning, travel around, keep ahead of the times, and, oh yes, write something.

The editors of *National Live Stock Producer* belong to a number of organizations which are of value in editorial work. Perhaps the most important is the American Agricultural Editors Association, whose 225 members have been described as the most powerful force in American agriculture.

According to Dr. Theodore Peter-

## BEHIND THE BYLINE

Jack Sampier is the editor of *National Live Stock Producer*. He has written hundreds of articles for his own and other farm magazines and is the author of "Marketing Live Stock by the Calendar." Last June, he received a master of science degree in journalism at Northwestern University. He was graduated from Baylor University, Waco, Texas in 1941 with an A.B. in journalism. He is a member of Sigma Delta Chi (Chicago Professional Chapter); American Agricultural Editors Assn.; Agricultural Publishers Assn., and chairman, Public Relations Committee, National Council of Farmer Cooperatives.

son, dean of the College of Journalism and Communications, University of Illinois, there are three broad types of editors:

● **The emphatic editor**—one who has a high degree of rapport with his readers. He publishes pretty much what interests himself and by so doing, attracts a large reader-following. In this category, Dr. Peterson lists Ray Long of *Cosmopolitan*, DeWitt Wallace of *Reader's Digest*, Hugh Heifner of *Playboy*.

**The intellectual editor**—one who chooses not that which interests him, but logically and coldly publishes material that will interest his readers as did Edward W. Bok of *Ladies Home Journal*.

**The research-guided editor**—one who uses audience studies, readership findings, and similar material in his editing as, for example, Ben Hibbs of *Saturday Evening Post*.

It takes a long time, though, to become a farm editor. But if you're planning a career in agricultural journalism, that's the goal to shoot at.

In this connection, perhaps you will be interested in the job planning advice offered by John L. Handy, president of Handy Associates, one of the nation's leading specialists in executive placement.

## 1959 WARNING from The Wall Street Journal

During the next three months, you will need to keep up to the minute on news affecting your future and the future of your business.

Because the reports in The Wall Street Journal come to you DAILY, you get the fastest possible warning of any new trend that may affect your business and personal income. You get the facts in time to protect your interests or to seize quickly a new profit-making opportunity.

To assure speedy delivery to you anywhere in the United States, The Journal is printed daily in five cities—New York, Washington, Chicago, Dallas and San Francisco. You are promptly and reliably informed on every major new development regarding Prices, Taxes, Consumer Buying, Government Spending, Inventories, Financing, Production Trends, Commodities, Securities, Marketing and New Legislation.

The Wall Street Journal has the largest staff of writers on business and finance. It costs \$24 a year, but in order to acquaint you with The Journal, we make this offer: You can get a Trial Subscription for three months for \$7. Just send this ad with check for \$7. Or tell us to bill you. Address: The Wall Street Journal, 44 Broad St., New York 4, N.Y. QM-12

Speaking for a Sylvia Porter column, Mr. Handy said: "Feel yourself out in your job between the ages of 22 and 28; set your goal and try to determine your ceiling by age 36; consolidate your position between ages 38 and 42; then while you continue to improve at your career, enjoy the years of realization until age 65."

I know not what course others may choose, but as for me, give me an editorial job on a farm publication, and I'll have fewer ulcers, greater job interest and more security than my contemporaries in other fields of journalism.

## Television Breeds—

(Continued from page 9)

from the CBS News technical experts. I became a sound man—maybe not the best—but there was always noise of one kind or another on the film.

The arrival of the sound camera also meant that some of our editorial frustration could be worked off. Then it was possible to write oneself a piece of "what it means" copy, grab the microphone, set the sound level, rush around to the front of the camera and tell Falletta to let it roll. We talked a lot like that, looking into the wide-angled lens with the Piazza Venezia or St. Peters in the background, giving profound analyses of the latest Italian political, social or economic crisis. I suspect that not much of this stuff was used. But, as I said, it was good for the journalistic soul.

Television news directors and assignment editors dream of the perfect foreign correspondent—the reporter-cameraman. They might as well stop, or start experimental breeding.

● Under present conditions he would have to be at least twelve feet tall, three ax handles across the shoulders, possess at least three pairs of arms and have a highly controlled prehensile tail for twisting knobs. This paragon also would find it useful if he could be especially bred to develop a pair of marsupial pouches—a la kangaroo—but preferable located on each hip. He also would need a pair of eyes mounted on antennas with a full 360 degree swivel so he could raise them to look over the camera magazine to see what the opposition is doing—or to watch for the Rome or Athens—or Istanbul or Cairo—police if he did not have a municipal permit to set up his tripod in the streets.

Today, it is generally becoming accepted that the reporter, the cameraman and the soundman all have different but equally important jobs to do. Most CBS News bureaus domestic

and overseas have so divided the labor. It's expensive but in the long run it pays off.

● However, the electronic reporter must know the tools of his trade. It's vitally important to have a working knowledge of the camera and what it can do; the limitations of light and sound and the requirements of the cutters and editors who eventually must put together the story.

I got the experience the hard way. Eventually I suppose some genius will invent a gadget which will pick up the brain waves of the leg man on the spot and transmit the picture from the reporter's eye directly to the screen—with perhaps a censor's switch at hand.

This future electronic reporter will have it easier and live longer. But he won't have as much fun.

## CLASSIFIED ADVERTISING

Rates: Situations Wanted .10 per word; minimum charge \$1.00. Help Wanted and all other classifications .20 per word; minimum charge \$2.00. Display classified at regular display rates. Blind box number identification, add charge for three words. All classified payable in advance by check or money order. No discounts or commissions on classified advertising.

When answering blind ads, please address them as follows: Box Number, THE QUILL, 35 E. Wacker Drive, Chicago 1, Ill.

### HELP WANTED

JOURNALISM STUDENTS—Part time reporting and feature writing. Box 1158, THE QUILL.

Writers for coverage of building trades by trade journal service. Box 1189, THE QUILL.

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE in the publishing field. Publishers Employment, 469 E. Ohio St., Chicago. Su 7-2255.

WRITERS WANTED immediately for spot news, features, interviews, assignments. Box 1193, THE QUILL.

### SITUATION WANTED

SDX journalism major. Slot man two years 45,000 daily. Reporter. Married with family. Want permanent situation with future Trade Journal, PR or PM newspaper. Know TV. Prefer Southwest, Far West or Northwest. Box 1194, THE QUILL.

### MISCELLANEOUS

#### FREE

Job market letter, with list of available jobs and nationwide employment conditions. Bill McKee, Birch Personnel, 59 E. Madison, Chicago, Illinois.

INDUSTRIAL EDITOR is the only magazine serving industrial journalism. Introductory offer, 11 months \$3.00. Box 45889, Los Angeles 45.

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Write regarding your requirements

Official Jeweler to ΣΔΧ

L. G. BALFOUR COMPANY  
Attleboro, Massachusetts

New Officers and Executive Council  
Elected by Convention



NO. 74

# Sigma Delta Chi NEWS

DECEMBER 1958

## Convention Votes to Bar Initiation Of Public Relations Men in Future

### Atlanta, Iowa State and Ohio University Chapters Honored

The Atlanta professional chapter was recognized at the San Diego convention as the best professional chapter during the year.

The Iowa State college undergraduate chapter received the Beckman Chapter Efficiency award for its programming, membership, finances and records, exhibit and national relations.

The Ohio University undergraduate chapter won the Hogate Professional Achievement plaque for having 96.67 per cent of its members initiated during the years of 1953, 1954 and 1955 staying in the journalism profession.

James A. Byron, news director of WBAP, AM-TV, Fort Worth, was elected national president succeeding Robert Cavagnaro, general executive of the Associated Press, San Francisco, who becomes chairman of the executive council.

Eugene Pulliam, a founder of Sigma Delta Chi and editor and publisher of the Indianapolis Star and News, the Phoenix Republic and Gazette and other newspapers was elected national honorary president.

V. M. Newton, managing editor of the Tampa (Fla.) Tribune was elected vice president in charge of professional chapter affairs.

Robert Root, associate professor of journalism, Syracuse University, Syracuse, N. Y., was elected vice president in charge of undergraduate chapter affairs.

E. W. Scripps II of the Rocky Mountain News, Denver, was elected vice president in charge of expansion.

Buren H. McCormack, vice president and editorial director of the Wall Street Journal, New York, was elected secretary.

### Delegates Vote 70 to 24 To End Controversy Over P. R.

The controversial Kilgore Committee amendments barring public relations men from initiation into Sigma Delta Chi were adopted 70 to 24 at the final business session of the Fraternity's national convention November 22. The vote in favor of the by-law changes eliminating the associate member category, the Kilgore amendments, elevates public relations men already in the Fraternity to full-fledged membership. A motion by the Kansas City Professional Chapter delegate to allow Public Relations men with more than five years of news experience to be initiated was tabled by a majority vote. The vote of the delegates came after more than two hours of debate and discussion earlier on the report of the committee headed by Bernard Kilgore of the Wall Street Journal, New York.

The convention also approved the recommendation of the Historic Sites in Journalism Committee that Edward Wyllis Scripps and the Cleveland Press be designated the 1959 Historic Site in Journalism.

Crawford Wheeler, vice president Chase Manhattan Bank, New York, was reelected a trustee of THE QUILL Endowment Fund. Ward Neff, president and publisher of the Corn Belt Farm Dailies, Chicago, was elected a trustee for one year to fill out the unexpired term of the late Dale Cox.

New undergraduate chapters were approved at North Carolina University, Chapel Hill; Texas Tech, Lubbock; Duquesne University, Pittsburgh; New York University, New York City; and Bradley University, Peoria, Ill.

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Robert White II, co-editor and co-publisher of the Mexico (Mo.) Ledger, was elected treasurer.

Elected to the executive council are Walter Burroughs, editor and publisher, Costa Mesa (Calif.) Globe Herald and Pilot; Don E. Carter, city editor, Atlanta (Ga.) Journal; Maynard Hicks, associate professor of journalism, Washington State College, Pullman, Washington; Edward Lindsay, editor, Lindsay-Schaub newspapers, Decatur, Illinois; William Ray, manager of news and special events, NBC, Chicago Central Division.

Victor E. Bluedorn was reappointed executive director by the executive council.

The highest honor that the fraternity bestows upon an individual member, the Wells Memorial Key, was presented to Mason Smith, editor and publisher of the Tribune Press, Gouverneur, N. Y.

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**Editor's Note:** The 1958 convention took place three weeks beyond the Sigma Delta Chi News' December deadline. Space was held for this account of the sessions in San Diego. The next issue will carry convention pictures, sketches of new officers, fellows, and details of fraternity business. It will also publish parts 2 and 3 of the report made by the Committee for Advancement of Freedom of Information.

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Photos of Maynard Hicks and Eugene Pulliam were not available at press time.



Cavagnaro



Byron



Newton

Root



Scripps

McCormack



White

Burroughs



Carter

Lindsay



Ray

Bluedorn

## How Chapters Rated In Hogate Contest

The Ohio State University undergraduate chapter won the Kenneth C. Hogate Professional Achievement Plaque which goes annually to the chapter with the greatest percentage of its graduates actively engaged in journalism.

The contest this year applied to members initiated during the three years, 1953-55, and chapters were required to present documentary proof of the present occupation of each member initiated during that period.

The contest is named in honor of the late Kenneth C. Hogate, president of the Wall Street Journal. A new plaque is provided each year by the Journal in his memory.

Recently installed chapters not having members initiated for the complete period covered by the report did not have to file a report.

Records of all chapters are given below:

Chapter	Initiated 1953-55	Total Eligible	Total In	Total Out	Per Cent in Journalism
Ohio	42	30	29	1	96.67
Iowa State	39	27	26	1	96.29
Minnesota	51	34	32	2	94.12
Texas	56	41	38	3	92.68
Kent State	46	42	38	4	90.48
Oklahoma	44	29	26	3	89.66
Texas State	22	18	16	2	88.89
Oregon	23	18	16	2	88.89
Marquette	68	50	44	6	88.00
N. Dakota	17	8	7	1	87.50
Houston	23	15	13	2	86.67
Washington	23	15	13	2	86.67
San Jose State	44	37	32	5	86.49*
Indiana	44	34	29	5	85.29
Mich. State	45	34	29	5	85.29
Oregon State	16	13	11	2	84.62
Sou. Dak. State	19	13	11	2	84.62
Wash. State	16	12	10	2	83.33
So. Methodist	24	16	13	3	81.25
Penn State	35	15	12	3	80.00
Kansas State	31	27	21	6	77.89
Northwestern	89	63	49	14	77.78
Kansas State	22	13	10	3	76.92
Iowa	54	46	35	11	76.09
So. Calif.	35	29	22	7	75.86
Michigan	31	24	18	6	75.00
Texas A&M	23	16	12	4	75.00*
Wayne State	21	15	11	4	74.44
Stanford	34	27	20	7	74.07
La. State	27	23	17	6	73.91
Ohio State	29	19	14	5	73.68
Missouri	92	74	54	20	72.96
New Mexico	19	17	12	5	70.58
Temple	32	27	19	8	70.37
Nevada	15	10	7	3	70.00
Montana State	28	19	13	6	68.42
Baylor	17	9	6	3	66.67
Butler	13	9	6	3	66.67
Utah	18	12	8	4	66.67*
Wisconsin	50	43	28	15	65.12
DePauw	23	8	5	3	62.25
American	27	22	14	8	61.91
Nebraska	25	21	13	8	61.91
Illinois	102	70	48	22	60.86
Florida	50	33	20	13	60.61
Wash. & Lee	27	21	12	9	57.14
Alabama	11	11	6	5	54.55
Miami	25	19	10	9	52.63
Georgia	43	37	19	18	51.35
Colorado	33	24	12	12	50.00
Idaho	19	10	5	5	50.00
Grinnell	21	13	6	7	46.17
Oklahoma State	32	20	8	12	40.00
Cornell	36	24	9	15	37.50
Drake	18	13	3	10	23.08
Purdue	60	45	7	38	15.56

\* Chapter installed in 1954; report covers 1954 and 1955 only.

Boston University, University of California and Syracuse University did not file the required reports.

## Chapter Standings in Beckman Contest

The Iowa State College undergraduate chapter won first place in the 1958 F.W. Beckman contest. This is the seventh time since 1922 that Iowa State has ranked first. The Beckman trophy goes each year to the undergraduate chapter with the best all-around record among undergraduate chapters.

The Iowa State chapter received the plaque for its programming, membership, finances and records, exhibit and national relations.

Of interest is the fact that the contest was originated by the late F. W. Beckman, one time head of the department of journalism at Iowa State, who furnished the trophies for many years.

## Fifty-One Chapters Visited During 1958

Fifty-one chapters have been visited by Sigma Delta Chi's state chairmen during the past visitation program year. Each of the Fraternity's 116 chapters is expected to be called on annually by a representative of the Fraternity who inspects the condition of the chapter and reports to the National Headquarters.

The state chairmen and the chapters visited are: Murray H. Moler, United Press International, Omaha, Neb. (University of Nebraska); David Bickman, Malden, Mass. (Boston University); William I. Ray Jr., managing editor, the Atlanta (Ga.) Journal (University of Georgia and Atlanta Professional chapters); John Williams, KCRG, Cedar Rapids, Ia. (Iowa State College and Drake University); Joseph H. Snyder, Associated Press, Philadelphia, Pa. (Penn State University and Tri-State Professional chapters); and Robert White II, editor, Mexico (Mo.) Ledger (Kansas City Professional chapter), and Peter Hackes, NBC news, Washington, D. C. (American University and Washington, D. C. Professional chapters).

Harold Rubin, assistant editor, Dixie Rotot magazine of the New Orleans Times-Picayune (Louisiana State); J. Richard Eimers, Associated Press, Portland, Oregon (University of Oregon and Oregon State); Joseph H. Snyder, Associated Press, Philadelphia (Temple); Dolph Simons, publisher, Lawrence (Kan.) Journal-World; (University of Kansas and Kansas State); Laurin E. Peitsch, editor, Sandpoint (Ida.) News-Bulletin (University of Idaho); and Abe M. Glassberg, managing editor, (blank) Everett, Washington (University of Washington and Washington State); John Sanford, Reno Evening Gazette (Nevada Professional Chapter and University of Nevada).

In addition, Executive Director Victor E. Bluedorn has visited the following chapters: American University, Washington, D. C. Professional, University of Tennessee, Atlanta Professional, Alabama Professional, University of Alabama, University of Miami, Greater Miami Professional, West Coast Florida Professional, University of Florida, Marquette, Milwaukee Professional, Michigan State University, Central Michigan Professional, New York City Professional, Valley of the Sun Professional, San Diego State, San Diego Professional, University of Southern California, University of California at Los Angeles, Los Angeles Professional, San Jose State, Northern California Professional, Stanford University, Colorado Professional, Nebraska Professional, University of Nebraska, Chicago Professional, Minnesota Professional and officers of the University of Minnesota Undergraduate Chapter.

University of California, University of Maryland and Syracuse University did not file the required reports.

UCLA and Sam Houston State Teachers College, both installed in 1958, were not required to fill a report.



The *Sigma Delta Chi NEWS* is published monthly by Sigma Delta Chi, Professional Journalistic Fraternity. Contributions should be addressed to the Editor of the *Sigma Delta Chi NEWS*, 35 East Wacker Drive, Chicago 1, Illinois. Do not address it to THE QUILL. This only delays it. Deadline for copy intended for the *NEWS* is first of month preceding date of issue.

Executive Director . . . VICTOR E. BLUEDORN  
Financial Secretary . . . LORRAINE SWAIN  
Office Manager . . . SHIRLEY LEE  
Staff Assistants: MILDRED MEYER  
PEARL LUTTRELL

December 1958

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## BOOKS BY BROTHERS

The *Sigma Delta Chi NEWS* is anxious to print notices on recent books written by members on non-journalistic subjects. Books about journalism and allied fields are received in THE QUILL.

\* \* \*

**OPERATION GRASSHOPPER**, by Dario Politella. Published by The Robert R. Longo Co., Inc., 1318 Beaumont Drive, Wichita 4, Kansas. 216 pgs. \$4.35.

If books were judged by their covers, this volume with its dramatic lithographed cover would become a standout seller. Judged by its contents, it is a splendid and competent story of a grim and electrifying phase of the Korean War.

Aviation and journalism have been twin talents of its author, Dario Politella. He learned the writing trade as a Sigma Delta Chi '48 at Syracuse University. During World War II Dario served as a Field Artillery Air Observation Pilot with the Ninth U.S. Army in Europe.

He financed much of his postwar college education in journalism at Syracuse with his writings, expressing his intimate knowledge of aviation in short stories and poems. After his B.A. he stayed on at Syracuse to earn his master of arts degree in journalism, then became a newspaperman in Ohio. He went on to become a teacher in journalism at Kent and later his alma mater, Syracuse. The eruption of the Korean conflict brought him back into military aviation and started him on the experiences which are told in his book.

In the midst of the Korean action he was sent to Hollywood to act as a technical adviser for the movie, "Mission Over Korea," produced by Columbia Studios.

General Mark W. Clark, who was commander of the United Nations Far East forces in the Korean campaign, has authored the foreword to his attractive and authoritative book, hailing the

## 66 Undergraduate Chapters of Sigma Delta Chi

(Number preceding chapter name indicates approximate chapter membership for Fall 1958)

14	University of Alabama	Tuscaloosa, Alabama
14	American University	Washington, D. C.
8	Baylor University	Waco, Texas
11	Boston University	Boston, Massachusetts
10	Butler University	Indianapolis, Indiana
—	University of California	Berkeley, California
—	University of California	Los Angeles, California
9	University of Colorado	Boulder, Colorado
15	Cornell University	Ithaca, New York
24	DePauw University	Greencastle, Indiana
8	Drake University	Des Moines, Iowa
35	University of Florida	Gainesville, Florida
10	University of Georgia	Athens, Georgia
—	Grinnell College	Grinnell, Iowa
16	University of Houston	Houston, Texas
16	University of Idaho	Moscow, Idaho
25	University of Illinois	Urbana, Illinois
13	Indiana University	Bloomington, Indiana
9	University of Iowa	Iowa City, Iowa
25	Iowa State College	Ames, Iowa
16	University of Kansas	Lawrence, Kansas
8	Kansas State College	Manhattan, Kansas
11	Kent State University	Kent, Ohio
7	University of Kentucky	Lexington, Kentucky
18	Louisiana State University	Baton Rouge, Louisiana
16	Marquette University	Milwaukee, Wisconsin
—	University of Maryland	College Park, Maryland
5	University of Miami	Coral Gables, Florida
15	University of Michigan	Ann Arbor, Michigan
13	Michigan State University	East Lansing, Michigan
25	University of Minnesota	Minneapolis, Minnesota
21	University of Missouri	Columbia, Missouri
6	Montana State University	Missoula, Montana
14	University of Nebraska	Lincoln, Nebraska
10	University of Nevada	Reno, Nevada
9	University of New Mexico	Albuquerque, New Mexico
6	University of North Dakota	Grand Forks, North Dakota
12	North Texas State College	Denton, Texas
45	Northwestern University	Evanston, Illinois
26	Ohio University	Athens, Ohio
15	Ohio State University	Columbus, Ohio
10	University of Oklahoma	Norman, Oklahoma
20	Oklahoma State University	Stillwater, Oklahoma
25	University of Oregon	Eugene, Oregon
10	Oregon State College	Corvallis, Oregon
14	Pennsylvania State University	University Park, Pennsylvania
17	Purdue University	West Lafayette, Indiana
—	Sam Houston State Teachers College	Huntsville, Texas
10	San Diego State College	San Diego, California
9	San Jose State College	San Jose, California
14	South Dakota State College	Brookings, South Dakota
11	University of Southern California	Los Angeles, California
20	Southern Illinois University	Carbondale, Illinois
5	Southern Methodist University	Dallas, Texas
7	Stanford University	Stanford, California
—	Syracuse University	Syracuse, New York
5	Temple University	Philadelphia, Pennsylvania
16	University of Tennessee	Knoxville, Tennessee
8	University of Texas	Austin, Texas
7	Texas A & M College	College Station, Texas
8	University of Utah	Salt Lake City, Utah
25	University of Washington	Seattle, Washington
4	Washington & Lee University	Lexington, Virginia
7	Washington State College	Pullman, Washington
18	Wayne State University	Detroit, Michigan
12	University of Wisconsin	Madison, Wisconsin
842 Total		

book as one that "helps to fill one of the many gaps in the military literature on the Korean War. . . . The author, Dario Politella, knows his subject. He served in Korea as a Public Information Officer for the Eighth Army. In that key spot he learned of the valorous deeds, frustrations, and problems of the pilots.

Some may find it difficult to believe certain of the reported happenings, but I do not think that any one who served in Korea will be found among them."

For breath-taking and significant writing of a drama that needed to be written, Brother Politella's volume is definitely recommended.

## Chapter Activities

**ATLANTA PROFESSIONAL**—Dr. Richard Holbrook, of the Ballistic Missile Defense Group, Advanced Research Projects Agency, briefed the chapter on the inner circle of scientists who guide our nation's defense strategy. An authority in the field of space and satellites, Dr. Holbrook discussed the progress being made in the "race of space" and in missile defense by describing some of the programs now being undertaken. Illustrating his September talk with charts and drawings, he told the journalists that he felt more information about his agency and its work should be brought to the public's attention. It was the first such talk to the chapter by a space expert. Dr. Holbrook, a former research scientist at the Los Alamos scientific laboratory, could not divulge any of the secret projects now in progress but indicated that several new theories of space propulsion were being explored.—**Doug Embry.**

**CENTRAL OHIO PROFESSIONAL**—A big supper followed by a sea voyage may not generally be the best combination, but Central Ohio Sigma Delta Chis found it to their liking. German style supper and atmosphere were arranged at the Columbus Maennerchor, a private club, by President Burdette T. (Bud) Johns, A. P.'s Ohio chief of bureau. Members then went voyaging without leaving their chairs as McKinley (Mack) Sauer, former publisher of the Leesburg (Ohio) Citizen, sailed into a funny, fascinating and fact-filled description—complete with color slides—of his 18,000-mile trip around Central and South America on the aircraft carrier Ranger, largest ship in the world. Ohio University's (Athens, Ohio) active undergraduate chapter was well represented. Six professional members from that campus brought 11 undergrads in the first of what is hoped will be regular visits of Ohio U chapter members to Central Ohio Professional. From another campus, Wittenberg College at Springfield, publicity director Tracy Norris, 31, a graduate of Cornell (Iowa) College and the University of Iowa, became COP's newest member. Conducting the initiation with Editor Johns were the radio news directors of Columbus stations WVKO (John Terry), WCOL (Walter Furniss) and WRFD (Bill Arthurs).—**Phil Gunby.**

**SEATTLE PROFESSIONAL**—Tom Griffith, second from left, a senior editor of Time Magazine, talking over old times at a "Twilight Press Conference" sponsored in his honor by the chapter in Seattle in September. Others are, left to right, Irv Blumenfeld, UW Director of Information and president of the chapter; Prof. Byron H. Christian, one of Griffith's journalism teachers at the University; and U. S. Congressman Don Magnuson, a former colleague of Griffith's on the editorial staff of the Seattle Daily Times. The professional chapter holds late afternoon off-the-record conferences on call, to spot-light prominent newsmen or news-makers who visit in Seattle.



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Salt Lake Tribune photo

**UTAH PROFESSIONAL**—V. M. Newton Jr., managing editor of the Tampa (Fla.) Tribune addressed a joint Newspaper Week luncheon of the Utah Professional Chapter and the Salt Lake Kiwanis Club. (To Mr. Newton's left are Albert J. Southwick, Kiwanis president, and Scott R. Anderson, vice president.)

This has been an annual affair for five years, with the Utah Professional Chapter arranging the program and supplying the speaker.

Mr. Newton's address on freedom of information was a real eye-opener for the business and professional men in the Kiwanis Club, most of whom had only the slightest idea of the extent of secrecy in government. It can be safely said he convinced them that the fight for freedom of information demands their full support.

Attending the luncheon, in addition to Kiwanians and SDX members, were a delegation from the Utah Press Women and a group of students in the University of Utah Department of Journalism.—**Harold Schindler.**

**HAWAII PROFESSIONAL**—The chapter is anxious to get in touch with all members in Hawaii, and particularly undergraduate members in service who may be assigned to Hawaiian posts. Members may contact chapter President Jack Crandell at the Honolulu Star Bulletin.

**LOUISVILLE PROFESSIONAL**—The chapter at its first fall meeting played host to three candidates for the Democratic Gubernatorial primary. The three have been involved in a widely publicized race that won't be settled until next March but still completely overshadowed the November election campaign in Kentucky. Their Sigma Delta Chi appearance marked the first time the trio met in actual debate as Lt. Governor Harry Lee Waterfield, Judge Bert Combs and former Louisville Mayor Wilson Wyatt made the sparks fly. A full house of members were on hand, one of the biggest turnouts for a fall meeting in several years. Members came from Frankfort, Owensboro, Paducah, Lexington and southern Indiana as well as Louisville. In the photo are (left to right): Sam Adkins (Louisville Courier-Journal), Judge Combs, Mr. Wyatt, Lt. Gov. Waterfield.



SDX NEWS for December, 1958



UPI photo

**NEW ENGLAND PROFESSIONAL**—A five-year effort to enact an open-meeting and records bill in Massachusetts came to a successful conclusion during National Newspaper Week when the Massachusetts Legislature passed and Governor Foster Furcolo signed the new statute into law. Invited to witness the signing of the new law by the Governor (seated, center) were: front row, left to right, David Brickman, publisher and editor of the Malden Evening News and Medford Daily Mercury, who spearheaded the fight for the legislation as chairman of two committees: the freedom of information committees of the New England chapter and the Massachusetts Newspaper Information Service, and C. Edward Holland, editorial executive of the Boston Daily Record, representing the Hearst newspapers. Standing are two former presidents of the New England Sigma Delta Chi Chapter: left L. P. Yale, Boston AP bureau chief, and Dale M. Johns, UPI Northeast Division Chief.

At a recent meeting the chapter succeeded in doing what no one else in Massachusetts could—bring Governor Foster Furcolo and his Republican opponent, Charles Gibbons, face to face in a hot debate. Both story and pictures made the Boston front pages and television newscasts.

**CHICAGO PROFESSIONAL**—Carter Davidson (center), executive director of the Chicago Council on Foreign Relations, discusses his recent trip to the Middle East with Hal Bruno (left), Chicago American, who just came back from the area, and Tom Abbott, president of Chicago Headline Club. Davidson, former Associated Press correspondent in Middle East, inaugurated 1958-1959 Headline Club season as guest speaker at September meeting. Among topics he covered were Middle East press coverage by U. S. correspondents, problems facing foreign correspondents, and how Middle East newspapers handle news.

Gerald (Gerry) Udwin of Bloomington, Ill., named the outstanding journalism graduate of Northwestern University's Medill School of Journalism June class, was awarded



SDX NEWS for December, 1958

a key. Udwin, who is also working at Chicago's City News Bureau while attending Medill graduate school, accepted the key at the meeting from Charles E. Barnum, chairman of the Club's committee and journalism professor at Medill.  
—Ed Samson.

**ATLANTA PROFESSIONAL**—The business trend today is upward but the recovery will not be as rapid as was the case after the recessions of 1948-49 and 1953-54, Kenneth Kramer, managing editor of Business Week magazine told members of the Atlanta Professional Chapter. The current upswing first began in May or June, he said.

But, he added, the recovery will be slower than after the two previous postwar recession periods.

"It will take longer this time to reduce the number of unemployed to the satisfactory level of about 2,000,000, which just about covers those changing jobs," he said.

Kramer made his observations on business conditions in a question-and-answer period following his speech to the members. In his speech, he explained methods used in producing and publishing Business Week.

## 50 Professional Chapters of Sigma Delta Chi

(Chapter membership reported to National Headquarters)

28 Akron	Akron, Ohio
— Alabama	Birmingham, Alabama
135 Atlanta	Atlanta, Georgia
69 Austin	Austin, Texas
22 Central Illinois	Champaign-Urbana, Illinois
47 Central Michigan	Lansing, Michigan
3 Central Ohio	Columbus, Ohio
9 Central Pennsylvania	Harrisburg-Lancaster, Penn.
371 Chicago	Chicago, Illinois
46 Cleveland	Cleveland, Ohio
126 Colorado	Denver, Colorado
57 Dallas	Dallas, Texas
9 Detroit	Detroit, Michigan
6 Florida West Coast	Tampa, Florida
112 Fort Worth	Fort Worth, Texas
143 Greater Miami	Miami, Florida
— Hawaii	Honolulu, T. H.
20 Illinois Valley	Peoria, Illinois
5 Indiana	Indianapolis, Indiana
9 Jackson	Jackson, Mississippi
245 Kansas City	Kansas City, Missouri
336 Los Angeles	Los Angeles, California
36 Louisville	Louisville, Kentucky
7 Mid-Missouri	Mexico, Missouri
114 Milwaukee	Milwaukee, Wisconsin
4 Minnesota	Minneapolis, Minnesota
— Nebraska	Lincoln, Nebraska
41 Nevada	Reno, Nevada
28 New England	Boston, Massachusetts
24 New Mexico	Albuquerque, New Mexico
244 New York	New York, New York
91 North Dakota	Grand Forks, North Dakota
— North Florida	Gainesville, Florida
167 Northern California	San Francisco, California
78 Northwest Ohio	Toledo, Ohio
20 Oklahoma	Oklahoma City, Oklahoma
— Portland	Portland, Oregon
11 Richmond	Richmond, Virginia
180 St. Louis	St. Louis, Missouri
67 San Antonio	San Antonio, Texas
91 San Diego	San Diego, California
22 Seattle	Seattle, Washington
18 South Dakota	Brookings, South Dakota
50 Southern Illinois	Sparta-Carbondale, Illinois
34 Texas Gulf Coast	Houston, Texas
32 Tri-State	Pittsburgh, Pennsylvania
— Utah	Salt Lake City, Utah
14 Valley of the Sun	Phoenix, Arizona
200 Washington, D. C.	Washington, D. C.
27 West Texas	Lubbock, Texas

3398 Total

## New Members

The following journalists have been elected as members by the National Executive Council and have been enrolled on the records of the Fraternity.

**Charles T. Byrne**, director of public information, San Diego Public School System, San Diego, California; **Stanley H. Griffin**, chief photographer, San Diego Union and Evening Tribune, San Diego, California; **Peter F. Kaye**, reporter, San Diego Union, San Diego, California; **William H. Parry**, reporter, San Diego Union, San Diego, California; **John H. Pinkerman**, copy desk chief, San Diego Union, San Diego, California; **Charles W. Sick**, news photographer, San Diego Union and Evening Tribune, San Diego, California; **Robert B. Laraway**, asst. city editor, Joliet Herald-News, Joliet, Illinois.

**H. Palmer Chase**, reporter, San Diego Evening Tribune, San Diego, California; **John H. Henry, Jr.**, director, news, sports and special events, KOA, Denver, Colorado; **Dale F. Heckendorn**, managing editor, Norman Transcript, Norman, Oklahoma.

**Thomas Brady**, reporter, Cleveland Press, Cleveland, Ohio; **James B. Flanagan**, rewrite man and general assignment reporter, Cleveland News, Cleveland, Ohio; **Robert F. Huber**, editor and writer, Steel Magazine, Cleveland, Ohio; **Russell W. Kane**, assistant television and radio editor, Cleveland Plain Dealer, Cleveland, Ohio; **James C. Keebler**, technical editor, Automation Magazine, Cleveland, Ohio; **Anthony Mastroianni**, do-it-yourself editor, Cleveland Press, Cleveland, Ohio; **Adin C. Rider**, real estate editor, Cleveland Plain Dealer, Cleveland, Ohio; **Webster C. Seely**, reporter, Cleveland News, Cleveland, Ohio; **William H. Tompkins**, news commentator, station KYW, Cleveland, Ohio; **Robert L. Lynn**, managing editor, All-Church Press, Fort Worth, Texas; **Harold P. Maples**, editorial cartoonist, Fort Worth Star-Telegram, Fort Worth, Texas; **Donald M. Williams**, rewrite man and general assignments, Fort Worth Star-Telegram, Fort Worth, Texas; **Roscoe G. Williams**, reporter, Denton Record-Chronicle, Denton, Texas.

**Steven S. Arnett**, editor, Michigan State University Alumni Magazine, East Lansing, Michigan; **Burleigh R. Downey, Jr.**, director of news and special events, WKAR and WKAR-TV, East Lansing, Michigan; **Delmar E. Groves**, managing editor, The Michigan Farmer, East Lansing, Michigan; **James Stokley**, associate professor of journalism, Michigan State University, East Lansing, Michigan; **James C. Totten**, assistant editor, Information Services, Michigan State University, East Lansing, Michigan.

**Orlin L. Brewer**, managing editor, Levelland Daily Sun News, Levelland, Texas; **Dorrance H. Guy**, reporter-photographer, Avalanche-Journal, Lubbock, Texas; **Tanner Laine**, reporter-desk man,

## LINES OF THE TIMES



"The guy is uncanny—he gets to the fires before they break out; the banks before they are robbed; the murders before there's a murderer; the . . ."

Avalanche-Journal, Lubbock, Texas; **James L. Lindsey**, managing editor, Reporter-Telegram, Midland, Texas; **Charles E. Maple**, associate editor, Brownfield News, Brownfield, Texas; **Kenneth A. May**, reporter-photographer, Avalanche-Journal, Lubbock, Texas; **Carroll A. Pouncey**, editor, Muleshoe Journal, Muleshoe, Texas; **Charles W. Ratliff**, associate editor, Avalanche-Journal, Lubbock, Texas; **Ralph M. Shelton, Jr.**, news editor and reporter, KCBD radio and TV, Lubbock, Texas; **Homer Steen**, editor and publisher, The Floyd County Hesperian, Floydada, Texas; **William B. Turner**, editor, assistant publisher, Littlefield Press, Littlefield, Texas; **Weil C. Vanzant**, editor and publisher, The Gaines County News, Seagraves, Texas.

**Joseph Otto LaGore**, managing editor, Paducah Sun-Democrat, Paducah, Kentucky; **Robert Julius Mueller**, co-publisher and co-editor, Ramsey News-Journal, Ramsey, Illinois; **Robert Bogue**, publisher, Oakland Independent, Oakland, Nebraska; **Loyal Gould**, reporter, Associated Press, Lincoln, Nebraska; **Harold Hartley**, news editor, Grand Island Independent, Grand Island, Nebraska; **Francis E. Perry**, publisher, Slaton Slatorite, Slaton, Texas.

**James E. DeCourcy**, editor, Citizen, Milford, Connecticut; **Henry E. Mathews, Jr.**, reporter, Avalanche-Journal, Lub-

bock, Texas; **Weimar Jones**, co-publisher-editor, Franklin Press and Highlands Maconian, Franklin, North Carolina.

**Arnold B. Barach**, associate editor, Changing Times & Kiplinger Magazine, Washington, D. C.; **David Brinkley**, news commentator, National Broadcasting Company, Washington, D. C.; **Joseph A. Dear**, correspondent, Dear Publications & Radio, Washington, D. C.; **L. T. (Tex) Easley**, Washington correspondent, Associated Press, Washington, D. C.; **William A. Garrett**, reporter, Gannett News Service, Washington, D. C.; **Jack A. Gertz**, director of Public Affairs, Mutual Broadcasting, Washington, D. C.; **Melville Bell Grosvenor**, president and editor, National Geographic Magazine, Washington, D. C.; **Guy Gunn**, publisher, Pear-sall Leader, Pearsall, Texas; **Cecil F. Holland**, correspondent, Washington Evening Star, Washington, D. C.; **Paul G. Henke**, associate editor, Nation's Business, Washington, D. C.; **Paul James McGahan**, newsman, Washington Bureau, Philadelphia Inquirer, Philadelphia, Pa.; **Lloyd H. Norman**, reporter, Newsweek, Washington, D. C.

**Everett Slocum Allen**, feature and editorial writer, The New Bedford Standard Times, New Bedford, Massachusetts; **Robert V. Beier**, reporter, Albuquerque Journal, Albuquerque, New Mexico; **George A. Carmen**, editor-publisher, Buffalo Center

## Mr. 29,000

Mr. Frank Rhoades, who writes a daily column for the San Diego (Calif.) Union, was the 29,000th person to become a member of Sigma Delta Chi. He was initiated by the San Diego Professional chapter.

Tribune, Buffalo Center, Iowa; **Lee Grimes**, managing editor, The Press Courier, Oxnard, California; **Mara Thomas Keevil, Jr.**, editor, Costa Mesa Globe Herald, Costa Mesa, California; **William Milligan**, garden editor, Los Angeles Examiner, Los Angeles, California; **William W. Pigue**, assistant city editor, Los Angeles Herald Express, Los Angeles, California.

**Arnold C. Ebert**, agricultural information chairman, Oregon State College, Corvallis, Oregon; **Virgil D. Angerman**, editor, Science and Mechanics, Chicago, Illinois; **David J. Atchison**, midwest editor, Bill Brothers Publishing Corporation and Ahrens Publishing Company, New York, New York; **Thomas W. Brennan**, associate editor, Paddock Publications, Inc., Arlington Heights, Illinois; **Ross P. Game**, feature editor-telegraph editor, The Waukegan News-Sun, Waukegan, Illinois; **Wesley Hartzell**, city editor, Chicago American, Chicago, Illinois; **Walter Lister, Jr.**, chief of Chicago Bureau, New York Herald Tribune, Chicago, Illinois.

**Alan H. Sturdy**, editor and publications director, Chicago Association of Commerce and Industry, Woodstock, Illinois; **John Hall Thompson**, military editor, Chicago Tribune, Chicago, Illinois; **William B. Lanier**, regional editor, El Paso Times, El Paso, Texas; **Alan Marshall**, magazine journalism instructor, University of Iowa, Iowa City, Iowa; **Myles B. Knapke**, journalism instructor, Sam Houston State Teachers College, Huntsville, Texas; **Ferol M. Robinson**, director of department of journalism, Sam Houston State Teachers College, Huntsville, Texas.

**Richard Newell Smith**, financial editor, Southern California Associated Newspapers, North Hollywood, California; **Gordon G. MacLean**, publisher, West Valley Newspapers, Inc., Reseda, California; **Frederick Clayton**, lecturer in journalism, University of California at Los Angeles, Los Angeles, California; **L. Rex Miller**, lecturer in journalism, University of California at Los Angeles, Los Angeles, California; **Harry E. Morris**, director of publications, University of California at Los Angeles, Los Angeles, California; **Jesse Bogue**, news editor, Central Division, United Press International, Chicago, Illinois.

**George Elliott**, editor, Gilman Star, Gilman, Illinois; **Jon Franklin Greeneisen**, assistant agricultural extension editor, University of Illinois College of Agriculture, Urbana, Illinois; **Robert McCandless**, staff photographer, Champaign-Urbana

Courier, Urbana, Illinois; **D. Parks Robinson**, station manager, WKOV, Wellston, Ohio.

**Roderick H. McDonald**, reporter, Boston Herald-Traveler, Boston, Massachusetts; **Benjamin T. Caine**, news director, Station KDEF, Albuquerque, New Mexico; **James B. Colegrove**, editor, Raton Daily Range, Raton, New Mexico; **Robert Wharton Green**, sports editor, The Associated Press, Albuquerque, New Mexico; **Forster E. Maxwell**, reporter, Albuquerque Tribune, Albuquerque, New Mexico; **Robert A. McGrath**, editor, Hobbs Daily News-Sun, Hobbs, New Mexico; **Abe J. Perilman**, editor, Silver City Daily Press, Silver City, New Mexico; **Joe Lee**, news director, KNAK, Salt Lake City, Utah.

**Charles E. Currier**, political writer, Worcester Telegram, Worcester, Massachusetts; **John M. Langone**, bureau manager, Providence United Press International, Providence, Rhode Island; **A. Alfred Marcello**, day city editor, Worcester Telegram, Worcester, Massachusetts; **Clarence Delmont Roberts**, editor, Attleboro Sun Publishing Company, Attleboro, Massachusetts; **Edward Bell Simmons**, special staff writer, The New Bedford Standard Times, New Bedford, Massachusetts.

**Walter D. Engels**, manager, news, special events, WPIX-TV, New York, New York; **Edward G. Joyner Jr.**, foreign news writer and editor, United Press International, New York, New York; **Samuel M. Sharkey Jr.**, editor of news, National Broadcasting Company, New York, New York; **Tenold R. Sunde**, special features editor, New York Daily News, New York, New York.

**Jerry Marx Bernstein**, director of Public Information, Oklahoma Department of Public Safety, Oklahoma City, Oklahoma; **Elwin D. Hatfield**, editor, Sunday Oklahoman, Oklahoma City, Oklahoma; **Joseph M. Looney**, reporter, Oklahoma City Times, Oklahoma City, Oklahoma; **Blair Bolles**, editorial writer, Toledo Blade, Toledo, Ohio.



"My biggest scoop—and not a bottle on the island!"

★ ★ ★ ★ ★ ★ ★ ★  
To grow and to know what one is growing towards . . . that is the source of all strength and confidence in life.

**JAMES BAILIE.**

★ ★ ★ ★ ★ ★ ★ ★

**Thomas M. O'Reilly**, chief photographer, Toledo Blade, Toledo, Ohio; **Thomas K. Brindley**, news editor, Fall River Herald News, Fall River, Massachusetts; **James N. Goodsell**, staff writer, The Christian Science Monitor, Boston, Massachusetts; **Alan S. Oser**, reporter, Quincy Patriot Ledger, Quincy, Mass.; **Henry J. Perates**, radio news writer-editor, Providence Journal Company, Providence, Massachusetts.

**Frank Rhoades**, Columnist, San Diego Union, San Diego, California; **Frederick A. Kugel**, Publisher, Television Magazine, New York 22, New York.

**Donald Dondero**, news photographer, Nevada State Journal, Reno, Nevada; **Gus S. Holmes, III**, managing editor, California Publisher, Beverly Hills, California; **Clyde C. Parker**, professor of journalism, Sacramento State College, Sacramento, California; **Moritz M. Zenoff**, owner, editor and publisher, Henderson Home News, Henderson, Nevada; **Thurman Miller, Jr.**, director of printing division, Butler University, Indianapolis, Indiana.

**Alan B. Wade**, radio news editor, United Press International, Boston, Massachusetts; **Edward L. Brant**, Southwest division manager, United Press International, Dallas, Texas; **Severino P. Severino**, medical writer, Cleveland News, Cleveland, Ohio.

## Resignations

**William A. Sixty, Sr.** (Mqt-Pr-'43), The Journal, Milwaukee, Wis.; **Frank H. Lovell** (Mqt-Pr-'51), 1130 S. Main, Racine, Wis.; **Lee Shippey** (Mo-Pr), Box 1144, Del Mar, Calif.; **Charles J. Parker, Jr.** (NC-'22), 718 Nash Drive, Raleigh, North Carolina; **M. Jerry Smith** (IV-Pr-'55), 211 Edgewood St., Morton, Illinois.

**Paul Speegle** (SF-Pr-'55), The Call Bulletin, San Francisco, Calif.; **Michael J. Connelly** (III-'50), San Francisco Chronicle, San Francisco, Calif.; **Charles L. Burch** (UKN-'53), 128 S. College, Tulsa, Okla.; **H. W. Hopwood** (NeOh-Pr-'53), Republic Steel Corp., Cleveland, Ohio; **Hugh M. Mix** (Ill-'48), 1317 McKinley, Norman, Okla.; **Donald W. Heiney** (Mo-'55), General Electric, Schenectady, N. Y.

**Gordon B. Seavey** (NE-Pr-'54) 12 Hammond Road, Belmont, Mass.

**Paul Mixter** (McS-Pr-49) 2901 Courtland Pl., N.W., Washington, D. C.

**Carter Jefferson** (Dal-Pr-52) 6806 Robin Rd., Dallas 9, Texas; **Harold E. Ingle** (IaS-33) John Hopkins University Press, Baltimore, Maryland.

## Personals

### About Members

**Professor A. L. Higginbotham**, adviser of the University of Nevada chapter of Sigma Delta Chi, was elected president of the Nevada State Press Association at its annual meeting.



Higginbotham

Higginbotham has served as secretary and vice president of the association.

**Perry S. Williams**, executive secretary of the Minnesota Florists public relations committee and Minnesota State Florists Assn., was elected chairman of the Assn. Executives Division, Society of American Florists.

**Jasper N. Dorsey** has been appointed Louisiana General Plant Manager for Southern Bell Telephone and Telegraph Co. Murray C. Fincher was made General Commercial Manager.

**Walter W. Reed** of Kansas City has been named director of public relations of the National Automatic Merchandising Assn., Chicago.

**John W. Hillyer**, recent graduate of the University of Michigan, is now a staffer at the Springfield (Ill.) bureau of the Associated Press.

**Aiden N. Godfrey** has left the staff of the San Diego Evening Tribune to become public information director for the United Fund. He is also serving as chairman of publicity and promotion for the 1958 Sigma Delta Chi national convention.

**Paul Kroesen** has sold the Enterprise of Cypress and Los Alamitos (California) to his brother, **Dale Kroesen**, who has edited and managed it for the past eight years.

**Vermont C. Royster** has been appointed editor of The Wall Street Journal according to an announcement by **Bernard Kilgore**, president of Dow Jones & Company, Inc., the publishing company. Royster succeeds **William H. Grimes** who will continue as vice president and contributing editor.

**Gale Brennan** of Milwaukee has recently organized a new firm, Gale Brennan Communications, Inc., of which he is president. He has a staff of 15 writers who write upon assignment.

A new firm known as Sid Pietzsch, Inc., has been organized in Dallas by **Sid Pietzsch**, public relations counsellor and former radio and newspaper executive.

**Earl Neiberger**, editor of the semi-weekly Putnam County Herald of Cookeville, Tennessee, has won eight press awards during the 27 months he has edited the newspaper. He has averaged

one successful community project a month.

The University of Chicago has appointed **Sheldon Garber** media services director. He will be in charge of the Office of Press Relations which is part of the Office of Public Relations.

**William H. Butterfield**, executive director of the University of Illinois Foundation, has been named director of development at Texas Tech, Lubbock, Texas.

**John T. Helgeson** has been named manager of the new Minneapolis branch office for Meredith Publishing Co.

**Ernest W. Nordlinger** has joined the industrial advertising agency staff of Roy Zeff & Associates, Chicago, as vice president and account executive.

**Prof. James E. Pollard** has been appointed as university historian for Ohio State university, Columbus.

**Windel M. Shannon**, publisher of the weekly Texas Coaster at Richmond, has been named chairman of the fourth annual Houston Journalism Assembly to be held October 6-11.

**Don R. Blum**, former director of public relations for the Goodyear International Corporation, Akron, has been appointed editor of Buyers Purchasing Digest, Cleveland.

**Dr. Frederick B. Marbut**, professor of journalism at the Pennsylvania State university, will tour South America this summer to lecture on journalism at five universities.

**Thoburn Wiant** has been promoted to vice president of Young & Rubicam, Inc., in its Detroit office. He has been with the firm since 1945.

**Steve Loy** and **Eldon "Cork" Shafer** have received new appointments on the public relations staff for Portland General Electric Company. Shafer is public information representative and Loy is the new publications editor.

**Stephen E. Emerine** was recently promoted to first lieutenant and named information services officer at Little Rock Air Force Base, Jacksonville, Ark. He

was city editor for the Twin Falls (Ida.) Times-News before entering service.

**Sp-3 David Mazie** has been commended for outstanding performance of duty at Fort Carson, Colo. He entered the army in 1956 from Northwestern university's public relations staff.

**Dr. Dozier C. Cade**, head of the journalism department and director of public relations at Georgia State college of Business Administration in Atlanta spent the summer on active duty with the U. S. Army as special projects officer in public information.

**Robert A. Dameron** has been appointed to the public relations staff of Rockhurst college, Kansas City.

A speech on "How Free Is the Press" by **Prof. Leslie G. Moeller**, director of the State University of Iowa school of journalism, has been selected for inclusion in a supplementary textbook for public speaking courses at the college level.

**Charles E. Shelton** is the new publisher of the Desert Magazine, Palm Desert, California. The magazine has a nationwide circulation and is devoted to the desert Southwest.

**Lloyd E. Dyer** has been promoted to employee information manager of the State Area Commercial Department of the Illinois Bell Telephone Company, Chicago.

**Joe Farmer** has joined the staff of Witherspoon & Associates, Fort Worth public relations firm.

**Herbert E. Evans**, vice president-general manager of the Peoples Broadcasting Corp., Columbus, Ohio, directed a party of five newsmen covering the United Nations meeting on peaceful uses of atomic energy.

**William R. Miner** has been appointed director of public relations for the Peoples Gas Light and Coke Company, Chicago.

**Jack A. Miller** has been named news supervisor in the public relations department at Illinois Institute of Technology and its affiliate, Armour Research Foundation, Chicago.

The annual Americanism award of the central committee of War Veterans Organizations was presented to **Arthur E. Chambers Jr.**, member of the news staff of the Herald Statesman, Yonkers, N. Y.

**Al Westland**, instructor in journalism and director of the news bureau at Memphis State University, is employed for the summer at Archer and Woodbury advertising and public relations agency in Memphis.

**J. Wendell Sether**, one of the University of Southern California chapter's charter members, has been appointed assistant publisher of the American Press Magazine in New York City. He formerly was director of publicity for Newsweek.

**Don Scarborough** is now assignment reporter for the Oregon Statesman, Salem, Oregon.

**Phil Stroupe** left the Jackson Daily News to join the Mississippi Agricultural and Industrial Board in a public relations spot.



"Your little 'circulation builders,' eh, boss?"



Charnley

**Mitchell V. Charnley**, professor of journalism at the University of Minnesota, was elected president of the Association for Education in Journalism at its recent convention. He is a past national officer of Sigma Delta Chi and historian.

**Jerome B. Shaffer** has joined the new corporation of Shaffer, Lazarus and LaShay, advertising and public relations specialists, Chicago.

**William E. Bates** is with the United States Information Agency, assigned to USIS-Bombay as information officer.

**Gordon Strachan** has been appointed director of public relations for the Illinois Manufacturers' Assn., Chicago. He was formerly identified for 16 years with the public relations activities of the Santa Fe railroad.

**Larry Newman** of the Hearst organization (American Weekly) has joined the Standard-Times, New Bedford, Mass., as an assistant to the editor.

**David W. McLain**, a native of Texas, has been named assistant sales manager of Micro-Lube Sales in charge of the company's direct mail campaign.

Iowa's college public relations directors have chosen **Richard H. Timmins** to head their group for the coming year.

**Walter T. Proctor**, associate editor of the Underwriters Review, Des Moines, Ia., for the past four years, has been promoted to managing editor of the Northwestern Banker, which is affiliated with the Underwriters Review.

**Harold A. Shanafield** became the first former national commander of the Coast Guard League to be returned to the organization's top post. He was re-elected at the League's thirteenth annual convention in Boston, Mass. He had been national commander in 1954-56. A former first vice president of Chicago professional chapter of Sigma Delta Chi, Shanafield is editor and manager of the Florists' Telegraph Delivery News, Detroit, Mich.

**Howard S. Ravis** has returned to Boston University to resume his studies after a two years' stint as public information specialist with the U. S. Army in Germany. He was editor of the university paper prior to taking his position with the armed forces.

**Vic Rowland**, press relations manager for Capitol Records, will serve as 1958-59 president of the Los Angeles Publicity Club.

**Prof. Clement E. Trout**, head of the Oklahoma State University journalism department, retired last June 30.

Second Lieutenants **Frederick H. Treesh** of Pittsburgh and **Thomas P. Mann** of Fredericksburg, Va., recently completed the 15 week infantry officer course at Fort Benning, Ga.



"Never wastes a second—he shaves, comments on the news and gives the commercial, all at the same time."

## Serving Uncle Sam

**Pfc. Garry K. Marshall**, New York City, recently participated in the Far East Finals of the All-Army Entertainment Contest in Seoul. Marshall entered the Army in October 1956 and received basic training at Fort Knox, Ky. He is a 1952 graduate of DeWitt Clinton High School and a 1956 graduate of Northwestern University.

**Bobby G. Galt**, North Texas State, 1956, was recently promoted to Specialist Second Class in the Army. He is serving in Headquarters United States Army Japan as a stenographer for the Office of the Comptroller. Galt was a member of the Dallas Times Herald staff prior to entering the service in October of 1956.

## Favorite Story Department

As a cub reporter-photographer for a small Michigan afternoon daily I received some fast and somewhat hazy instruction on how to use a press camera.

However, flushed with the zeal of a first assignment—to take pictures from a plane—I dashed for the door, camera in hand.

My photographic instructor, the editor, watched me go with somewhat of a pained expression on his face and then, as I reached the door, he called out "if you fall out of that plane give the parachute to the camera. You're insured."

F. D. NOFZIGER  
558 Lincoln Ave.  
Toledo 2, Ohio

Back in 1942 a stringer for a large Chicago daily asked me to fill in for him at a national benefit golf tournament

## Obituaries

**Reginald Coggeshall** (Dra-Pr-'48), 64, former newspaperman and journalism professor at Boston University, died September 3.

**William E. Mullins** (NE-Pr-'49), political editor of the Boston (Mass.) Herald, died October 1 of a heart attack.

**John W. Love** (NeOh-Pr-'51), of Cleveland Heights, Ohio, died in traffic accident September 21.

**Louis H. Bell** (PaS-Pr-'34), 52, associate journalism professor and public information director at Penn State University, died October 16 of a heart attack.

**Edward Adolphe** (Clim-'31), 48, Houston public relations counselor and freelance magazine writer, died of a coronary thrombosis September 29.

**Robert L. Sellers** (UKn-'13), of Paola, Kansas, died September 24.

**Finney Curran** (FtW-Pr-'55), of Fort Worth, Texas, died June 25.

**John B. Cooley** (ND-Pr-'22), Minot, North Dakota.

**Russell H. Bill** (IaS-'41), Dominican Republic.

### WHAT IS YOUR GOAL IN LIFE?

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being held in Racine, Wis. That I knew nothing about golf or the game's big names didn't bother me a bit. A hasty hour spent at the local library gave me the basic terminology, and I was ready.

Armed with the stringer's press card and 19 years of youthful inexperience I marched into the pro shop at the golf course, identified myself, and asked to see the tournament listing. It was on a big piece of cardboard and very long. After 15 minutes of name copying I took my list to the club pro and asked, "Which of the men on this list here are really worth watching?"

His reply was to the point and thoroughly crushed my young ego. "I know that half of the men listed are darn good golfers. I don't believe you'll get a story watching the other half; they're the caddies."

FRITZ R. DRAEGER  
St. Louis, Mo.

# Report of the Advancement of Freedom of Information Committee



PART 1

## The Federal Government

This is the first part of the annual report of the Committee for Advancement of Freedom of Information. Parts two and three will be published in the January 1959 issue.

### I

#### PROGRESS IN FREEDOM OF INFORMATION

There was considerable progress made in freedom of information in the Federal Government during the last year, but it was made against the most stubborn resistance from the Executive branch of government.

It was only the constant pressure of the SDX Freedom of Information Committee, other newspaper groups and the Moss Subcommittee that gave the impetus to overcome the opposition. And, the Eisenhower administration has served notice that the opposition will be increasingly stubborn on the key problem of "executive privilege" under which administration officials contend they have some inherent right to refuse government records to the public, the press or even Congressional committees.

The legislative gains could be summed up as follows:

1. Congress passed the amendment to the housekeeping statute (5 U.S.C. 22) and it was signed into law by President Eisenhower. This amendment to the law on the custody and use of government records merely states that this law shall not be used for withholding information from the public, press or Congress. It was passed over the objections of the Justice Department. In signing it, President Eisenhower served notice his administration will continue to press its claim that it has some constitutional right of "executive privilege" to keep records from the public in the absence of any law.

2. The Technical Amendments Act of 1958, passed by the Congress and signed into law by President Eisenhower, provides that all applications for tax-exempt status will be opened for public inspection as soon as exemption is granted. The House Ways and Means Committee and the Senate Finance Committee were in agreement that "making these applications available to the public will provide substantial additional aid to the Internal Revenue Service in determining whether organizations are actually operating in the manner in which they have stated in their applications for exemption." The reports of the Congressional committees state that the public inspection will refer "not only to those (applications) filed in the future but also those which have been filed in the past."

As important as the legislation passed for the benefit of freedom of information was the proof that the Sigma Delta Chi and other newspaper groups could overcome opposition by the executive branch of the government and actually get these measures through the Congress and signed into law. The House Subcommittee on Government Information headed by Representative John E. Moss (Dem., Calif.) was again the rallying point for the freedom of information work on Capitol Hill.

Representative Moss and other members of the House Government Operations Committee sponsored the amendment to the housekeeping statute. It was Representative Moss who urged Representative Wilbur Mills, chairman of the House Ways and Means Committee, to include the technical amendment to the Internal Revenue Law which opens applications for tax-exempt status for public inspection.

In the Senate, Senator Thomas Hennings (Dem., Mo.) headed the judiciary subcommittee which took the lead in pushing the amendment to the housekeeping statute.

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### II

#### THE "DOCTRINE OF EXECUTIVE PRIVILEGE"

The most difficult opponent for the sponsors of the housekeeping statute was Attorney General William P. Rogers. Rogers was a great disappointment to many who had expected that when he became attorney general, replacing Herbert Brownell, he would take a much more open attitude on the subject of "executive privilege" and on the general subject of freedom of information.

The policies of Rogers on freedom of information were a paradox. He hired as a public relations advisor one of the most able reporters in Washington, Luther A. Huston, veteran *New York Times* reporter and long an active figure in the National SDX. The day-to-day operations of the Justice Department information office were much improved. Rogers held some press conferences, and Huston adopted policies that made it possible for reporters to again gain easy access to lawyers in the department.

However, at the same time, Attorney General Rogers set forth the most extreme views yet expressed by an attorney general on the "executive privilege" of persons in the executive branch of government to refuse to produce anything but final decisions to committees of Congress, the public and the press.

The doctrine pronounced by Rogers would allow any members of the executive branch of the government to make the decisions that their communications with others in the executive branch were "confidential executive business" and not subject to the subpoena power of Congressional committees.

But, Rogers would go much further than this. When he testified before the Hennings subcommittee on the housekeeping statute, Rogers asserted that this "executive privilege" could be extended to cover persons outside of the executive branch—the officials in the so-called "independent regulatory agencies" such as the Federal Communications Commission, the Securities and Exchange Commission, the Federal Trade Commission or the Interstate Commerce Commission.

Attorney General Rogers has been panned by Congressional committees on this score for asserting "executive privilege" with no law and no court cases to sustain his point. It has been pictured by a number of Congressional committees as being a bare claim to a right of total secrecy that is totally devoid of law or logic.

However, Attorney General Rogers has not backed away from his claim—a claim that has been most convenient for members of the executive branch and members of regulatory agencies who have been under investigation in recent months.

The signal that the Eisenhower administration intends to press this claim to the end was given when President Eisenhower signed the amendment to the housekeeping statute.

The President said:

"In its consideration of this legislation the Congress has recognized that the decision-making and investigative processes must be protected. It is also clear from the legislative history of the bill that it is not intended to, and indeed could not, alter the existing power of the head of an executive department to keep appropriate information or papers confidential in the public interest. This power in the executive branch is inherent under the constitution."

The Congress did not give recognition to the claim of "executive privilege" other than to say that if such a claim had any basis the right would flow from the Constitution and not from any law on the books. However, it can be expected that the Justice Department will seek to interpret the report of the Senate committee on the amendment to the housekeeping statute as giving some basis to the unsupported claim of "executive privilege."

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### III

#### CONGRESS VS. EXECUTIVE BRANCH

The ridiculous "doctrine of executive privilege," which is little more than the bureaucrats' claim to do as they wish in the domain of the people's business, pinpointed in 1958 the growing clash between the Executive Branch of Federal Government and the Congress, the people's representatives.

That this is the key to the problem of freedom of information in Washington goes without saying and, in the end, it may provide the solution. At any rate, for the first time it allies in a solid position the Congress,

the people's representatives, in its quest for information of government for the benefit of the people's legislation, and the press, in its quest for information of government for the benefit of the people's knowledge.

The Department of Defense, through the super-sacred claim of security, not only has the tightest curtain of secrecy draped around this segment of the expenditure of the people's tax funds, but it perhaps has been most arrogant in adhering to the "doctrine of the executive privilege." Because of the importance of this whole problem involving freedom of information, your committee presents the following cases, which were considered by Senator Hennings' committee, in which the Pentagon declined to give information of government to the Congress:

*September 6, 1954:* The Army denied the request of Senator Jenner, Chairman, Senate Internal Security Subcommittee, for a document described as "Research Material for Political Intelligence Problem," pursuant to the Department's responsibility to safeguard (1) information relating to intelligence techniques, (2) information revealing the specific objects of intelligence activity, (3) information as to the identity of confidential informants and information furnished by them in confidence, and (4) intradepartmental communications of an advisory and preliminary nature.

*February 8, 1955:* Upon the request of Senator McClellan, Chairman, Senate Permanent Investigations Subcommittee, for an Inspector General's report on Irving Peress, the Army submitted a detailed summary of all actions taken by the Army in the Peress case. The Inspector General's report itself was withheld, pursuant to the Department's responsibility to safeguard (1) information revealing investigative techniques, (2) information as to the identity of confidential informants and information furnished by them in confidence, (3) incomplete information which might unjustly discredit an innocent person, and (4) intradepartmental communications of an advisory and preliminary nature.

*September 2-6, 1955:* The Army denied the requests of the House Appropriations Committee for Inspector General's reports and Auditor General's reports pursuant to the Department's responsibility to safeguard information in investigative reports for the reasons stated above. In lieu of the investigative reports, the Army furnished, as requested, detailed summaries of all actions taken in connection with the contracts under investigation.

*September 16, 1955:* The Air Force denied the request of Senator Johnson, Chairman, Senate Preparedness Investigating Subcommittee for material derived from an Inspector General's report, pursuant to the Department's responsibility to safeguard information in investigative reports.

*January 17, 1956:* The Air Force denied the request of Senator Magnuson, Chairman, Senate Committee on Interstate and Foreign Commerce, for information concerning the discharge of a serviceman, pursuant to the Department's responsibility not to release an individual's personnel records without his consent so as not to unjustly or unnecessarily discredit him or disclose information received in confidence.

*February 2, 1956:* The Air Force denied the request of the House Appropriations Committee for

Inspector General's reports and Auditor General's reports pursuant to the Department's responsibility to safeguard information contained in investigative reports.

*February 20, 1956:* The Secretary of Defense joined with the Acting Secretary of State, the Secretary of Commerce and the Director of International Co-operation Administration in denying the request of the Senate Permanent Investigations Subcommittee for certain information relating to East-West trade controls. The executive branch was prepared through responsible officials to specify the items deleted from the International List of controlled items in open session, and to specify the items regraded or added in executive session, but declined to furnish the International List of controlled items and documents relating to East-West trade controls in the nature of "discussions and communications of an advisory nature among the officials and employees of the executive branch, highly sensitive intelligence information, and communications with our delegation and other representatives abroad containing recommendations, information regarding the position of other governments, and comments thereon."

The Secretary of Defense also instructed Department of Defense personnel who might be called to testify before the Senate Permanent Investigations Subcommittee inquiring into East-West trade controls to refuse to testify "with respect to any advice, recommendations, discussion, and communications within the executive branch respecting any course of action in regard to East-West controls, or as to any information regarding international negotiations with the countries cooperating in East-West trade controls. . ." Proceeding under this directive Defense Department witnesses declined to give certain testimony requested by the Subcommittee during its hearings on East-West trade controls.

*November 12, 1956:* The Defense Department denied the request of Congressman Moss, Chairman, House Subcommittee on Public Information, for a memorandum of the Under Secretary of the Navy relating to a discussion with an Assistant Secretary of Defense pursuant to the Department's responsibility to safeguard intradepartmental communications of an advisory and preliminary nature.

*July, 1956:* The Army denied the request of Congressman Hebert, Chairman, House Armed Services Committee for intradepartmental communications pertaining to an officer's status, pursuant to the Department's responsibility to safeguard intradepartmental communications of an advisory and preliminary nature. The Subcommittee was furnished a complete statement of the basis for the final decision in the matter.

*January 12, 1957:* The Army denied the request of Congressman Moss, Chairman, House Subcommittee on Public Information, for an investigative file compiled in connection with charges of disloyalty and subversion at the Signal Corps Intelligence Agency, pursuant to the Department's responsibility to safeguard investigative reports.

*January 25, 1957:* The Air Force denied the request of Congressman Murray, Chairman, House Committee on Post Office and Civil Service, for an Inspector General's report concerning employment conditions at Okinawa, pursuant to the Department's responsibility to safeguard investigative reports.

However, the Subcommittee was furnished a summary of the findings contained in the report.

*April 4, 1957:* The Defense Department affirmed its earlier refusals of the request of Congressman Moss, Chairman, House Subcommittee on Public Information, for recommendations and documents relating to a meeting of the Defense Department Research and Development Policy Council. The Subcommittee was advised that the requested documents did not embody recommendations of the Research and Developmental Policy Council, but related to a proposal with respect to the classification of technical information and preliminary comments thereon, which would be withheld pursuant to the Department's responsibility to safeguard intradepartmental communications of an advisory and preliminary nature.

*April 13, 1957:* The Defense Department denied the request of Congressman Moss, Chairman, House Subcommittee on Public Information, for investigative memoranda and a report of conversations between the Department and newsmen, pursuant to the Department's responsibility to safeguard investigative reports and information received in confidence.

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#### IV

##### CONGRESSMAN ASKS QUESTIONS

Attorney General Rogers' "doctrine of executive privilege," outlined in his appearance before Senator Hennings' committee, immediately stirred Congress. Rep. George Meader (Rep., Mich.) replied with a 60-minute speech, in which he said:

"The net effect of the Attorney General's statement is that the executive branch of the Government will give to the Congress or its committees such information as the executive branch chooses to give and no more.

"I wonder if the American people and their elected representatives in Congress appreciate the significance of this latest pronouncement of the executive branch of the Government. If this is sound constitutional doctrine, then it is permissible, without amending the Constitution, for the huge executive bureaucracy we have built up over the years to become the master, not the servant, of the people. It places within the sole and unfettered discretion of an organization of well over 2 million persons in the executive branch of the Government the power either wholly to deny Congress access to facts about the public business, or to make known, only on such terms, at such times and under such conditions as the Executive sees fit, those portions of the total picture which the Executive wants the public or the Congress to know. The latter course makes possible a rigged, distorted, slanted factual foundation for the formulation of public opinion and thus grants the executive greater power over policymaking than is healthy under a system of self-government by the people."

In subsequent correspondence with Attorney General Rogers over the matter, Rep. Meader asked the following five questions:

1. "Is the 'executive privilege' one which may be exercised solely by the President personally with respect to each Congressional request for information, limited only to that request?

2. "May the President validly issue a blanket order to all officials and employees in the executive branch of the government instructing them to deny Congress: (a) all requests for information; (b) all requests for a certain type of document or testimony; (c) all information in certain areas of governmental activities?

3. "May this Presidential 'executive privilege' and the power to exercise it be delegated to inferior officials in the executive branch of the government? If so to (a) Cabinet members? (b) Division heads? (c) Economists and clerks? (d) Any and all of the personnel in the executive branch of the government?

4. "Is the decision to withhold information from the Congress on the basis of 'executive privilege' subject to any review whatever?

5. "With respect to information *properly* classified, can the 'executive privilege' be invoked where satisfactory arrangements are made to preserve the classified character of the information?"

These questions have not been answered. They must be answered in the immediate years ahead, and upon those answers, your committee sincerely feels, will rest the fate of freedom of information in Federal Government and of American freedom.

\* \* \*

## V

### THE SHERMAN ADAMS CASE

In the fight against "executive privilege" the Adams-Goldfine case proved to be of great value. This case focused public attention on Presidential Assistant Sherman Adams and his activity at the Securities Exchange Commission and the Federal Trade Commission on behalf of his gift-giving millionaire friend, Bernard Goldfine. This case demonstrated that it is not good public policy for White House officials to be free to contact executive agencies or the independent regulatory agencies, and then refuse to divulge what had transpired on grounds it is "confidential executive business."

Sherman Adams had been making such contacts with various agencies for years, and when Congressional committees raised questions about his activity he had declined to testify. The Dixon-Yates case was the first such incident where Adams sent a curt note to a committee of Congress stating that he would not appear to testify. He said his acts were "confidential executive business" and that Congress had no right to pry into what he was doing.

But, the Adams role in the Dixon-Yates contract matter and in subsequent affairs was not dramatic enough for the public or most editors to take much note of his claim.

The Goldfine affair, the vicuna coat and the \$2,400 oriental rug had the color and political explosiveness to dramatize the problem of the claim of "executive privilege" to make secret contacts with various regulatory agencies. After failing to satisfy the public with a letter to the Harris Subcommittee on Legislative Oversight, the political picture finally forced Adams to appear before an investigating committee to be questioned for the first time. Even then, Adams did not forsake his claim of "executive privilege" but rather indicated he was being magnanimous about the whole thing by testifying when it wasn't really necessary.

The Adams-Goldfine case resulted in many different

views on the character of Adams' activity, and the impact on the federal regulatory agencies. But, there was general agreement that he had been "imprudent." There was also a full realization that some of the "confidential executive business" claimed by persons in the executive department needed to be exposed to the light of day.

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## VI

### NEW MOSS-HENNINGS BILL

Another by-product of the Adams-Goldfine case and the scandals involving Richard Mack, the former member of the FCC, was the emphasis on the operations of federal regulatory agencies under the Administrative Procedure Act (5 U.S.C. 1002). It dramatized the need for amending the Administrative Procedure Act to remove the authority for imposing secrecy on non-security matters.

Bills were introduced by Representative John Moss (Dem., Calif.) and Senator Thomas Hennings (Dem., Mo.) to amend the Administrative Procedure Act. No effort was made to get floor action on these bills in either the Senate or the House in 1958, but this is regarded as a major goal for the Moss subcommittee in 1959.

The amendments to the Administrative Procedure Act will not be as easy to explain as was the simple amendment to the housekeeping statute. However, it is short enough for full understanding by the press to comprehend and present a unified front if that is the desire of newspaper groups. It appears certain that the American Bar Association and other bar groups will be in favor of the amendments to the Administrative Procedure Act in essentially the same form as presented in the Moss and Hennings bills.

The Administrative Procedures Act was passed in 1946.

The purpose of the act was to prevent the imposition of bureaucratic secrecy on the fast-growing administrative actions of federal government. The law included provisions that information might be kept secret "in the public interest," or "for good cause found," or because it relates to "internal management" of an agency.

Bureaucratic minds in the Truman administration and the Eisenhower administration have had a field day with those three phrases. They have been twisted into excuses to defeat the right of the press and the Congress to information on government operations when no possible security could be involved.

The amendments proposed by Moss and Hennings would contain these key freedom of information features:

1. A provision that the only administrative information which could be restricted is that which is already held confidential under other laws, facts which must be kept secret to protect national security, or information which would result in an unwarranted invasion of personal privacy.

2. A requirement that each agency of the Federal Government make public all of its regulations and policies on public information and the availability of records, files, papers and documents received by the agency.

3. A requirement that each agency set out and publish its policies, and not hide records when embarrassing under such terms as "in the public interest," "for good cause found" or because it relates to "internal management."

4. A requirement that the public records would include, but not be limited to "all applications, petitions, pleadings, requests, claims, communications, reports or

other papers and all records and actions by the agency thereon, except as the agency by published rule shall find that withholding is required."

5. A requirement that "every individual vote and official act of an agency be entered on record and made available to the public."

In its simplest form, these amendments would make the federal agencies maintain the same kind of open records on actions and decisions as are normally available in the offices of most county courthouses. It would provide that information could be barred from public scrutiny if Congress saw fit to pass special legislation.

The administration has already indicated it will give strong opposition to the amendments to the Administrative Procedure Act. It would appear that the full weight of the SDX, other newspaper organizations, and various bar associations would be needed to push this legislation through the Congress.

Your committee recommends that National SDX support this legislation with an endorsement. The total scope of the amendments certainly is in line with the SDX views on open government. If there are those who feel there is a need for secrecy in government, there is one quick and easy answer: If secrecy is needed in any specific area and a good case can be made for it, there should be no trouble in getting Congress to pass special legislation.

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## VII

### THE BAR JOINS THE FIGHT

Legal groups, including the American Bar Association, helped the newspaper groups in passing the amendment to the housekeeping statute. Legal groups are also rallying to help push through amendments to the Administrative Procedure Act.

The Federal Bar Association devoted an entire issue of the *Federal Bar Journal* to a series of articles on the problem of "executive privilege," the proposed amendments to the Administrative Procedure Act and other related problems involving excessive secrecy in government.

This attention and support from lawyers was an important development. It amounts to a realization by these groups that the problem of secret government involves more than just a professional problem for the newspapers in gathering information to fill the news columns. It is an understanding that the problem of fair play in our administrative agencies of government and in our executive agencies is contingent upon decisions based on an open record.

There are matters upon which the news media and legal groups may have differences of opinion, such as the problem of cameras in courtrooms. However, on the question of secrecy in government there is no reason for any difference of opinion. Open government means a government of laws, and not a government that operates on the whims of men. This is what legal groups must support.

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## VIII

### VICTORY IN SMALL CASES

During the last year there were dozens of small problems where Federal officials refused to produce information for members of the press or for Congressional committees, but later changed their tune under the pressure of press criticism and the questioning of the Moss subcommittee. Following are some of the cases which the

Moss subcommittee listed as being in the category where "unjustified restrictions were removed" under pressure:

1. The Agriculture Department eliminated censorship provisions from a directive setting up rules for cooperation with newsreel and television film producers. The regulations as adopted barred departmental cooperation on films produced under sponsorship of the beer, wine or alcoholic beverage industries. Another rule required that scripts be submitted for censorship. The scripts had to conform to Department policy to win approval. Inquiries from the Moss subcommittee resulted in the Department revising its rules.

2. The Office of Strategic Information in the Department of Commerce, which sought to block the dissemination of non-security information, finally was abolished when Congress cut off funds for the agency.

3. The Bureau of Foreign Commerce in the Department of Commerce rescinded a regulation which it was claimed had impaired international scientific communication by requiring scientists to stamp an export license notation on non-security mail to foreign colleagues.

4. The Air Force declassified statistics about the number and use of "administrative" aircraft which ferry government officials around the world.

5. The Army declassified a section of a retired serviceman's personnel file which had been refused to him as being "confidential."

6. The Defense Department declassified the portion of a list of Army missile contractors and subcontractors showing intercorporate relationships.

7. The Army removed both the "For Official Use Only" restriction and the "need-to-know" requirement from a pamphlet containing public statements by Army officials. The Moss subcommittee had been informed that a "need-to-know" requirement had been applied by the Army to a compilation of public statements made by the Secretary of the Army and the Army Chief of Staff. Army Secretary Brucker said it was a "misunderstanding" or a "mistake that a compilation of his public statements were being classified."

8. The Army removed the "For Official Use Only" label from a directive restricting public comments by Army Ordnance personnel about missiles and satellites. The directive on public comments about missiles and satellites was issued on December 10, 1957, by the Army Chief of Ordnance, and carried the restriction to prevent disclosure that the directive existed. The Army explained the restriction was placed on the directive because it was felt publication would "serve to exaggerate the impression of interservice bickering in the defense effort." The Army reconsidered the matter, and removed the restriction.

9. The Army rescinded a generalized warning, issued at a California Air Force Base, against public discussion of "official matters" or of "any" military information.

10. The Army explained that contractors had been denied information on a non-classified construction project "through a misunderstanding" and promised to take steps to prevent repetition of the incident.

11. The Foreign Claims Settlement Commission revised a requirement that employees swear never to divulge any "administratively controlled" information.

12. The General Services Administration dropped plans to require resigning employees to swear they would not divulge "administratively controlled" information.

13. The General Services Administration changed regulations governing Federal public buildings so that news photographers no longer need permission of building custodians before taking pictures in public areas. The GSA also revised its interpretation of a Federal district

court order so that news photographers have access to the public areas of a Federal Building.

14. The General Services Administration made available information on Federal office rentals after initially refusing the information because of an alleged "confidential relationship between the Federal Government and the landlords."

15. The Social Security Administration clarified the availability of statistical information originally refused through a misinterpretation of Federal regulations. A reporter for the Louisville *Courier-Journal* was refused statistical information on the number of state highway employees by the Kentucky State Department of Economic Security on the basis of "federal regulations." This was called to the attention of the Moss subcommittee, and inquiry at the Health Education and Welfare Department brought reversal of the original position.

The Federal Bureau of Old Age and Survivors Insurance reported initially that the regulations denied such information, but further inquiry by the Moss subcommittee resulted in this conclusion:

"The Bureau's information regulation not only fails to restrict statistical information but positively states that such information should be made available."

16. The Secretary of Interior abolished the restrictive term "confidential—Interior Secretarial" less than three weeks after it had been included in departmental administrative regulations.

17. The Immigration and Naturalization Service declassified and made available to Congress and the public a report explaining the use of public funds to send border-patrol inspectors to rifle and pistol matches.

18. The Immigration and Naturalization Service made available information about the importation of Japanese agricultural workers after initially refusing the information as "internal records" of the agency.

19. The Post Office Department made information on a post office building lease public after initially refusing the information through a "misunderstanding."

20. The State Department permitted access to view gifts received by Federal officials from foreign nations after initially contending the gifts were stored in a "classified" building.

21. The State Department revived the science attaché program to increase the flow of scientific information some two years after the program had been allowed to lapse.

22. The International Cooperation Administration agreed to make public nonclassified foreign aid contracts with private firms and to make public nonclassified reports on performance under the contracts.

23. The Bureau of Customs of the Treasury Department issued a new rule providing for disclosure of import information.

24. The Treasury Department removed restrictions on United States export information which had been held under secrecy labels since the end of World War II but freely published for 100 years prior to the war.

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## IX

### MAJOR STEP BY DEFENSE DEPARTMENT

The Defense Department took a major step on October 3, 1958, in issuing a directive to remove the secrecy from documents stamped top secret, secret and confidential prior to 1946.

The order declassifying most military documents issued before January 1, 1946, was signed by Deputy Secretary of Defense Donald A. Quarles. It is estimated

that the order covers some 650,000,000 sheets of paper issued for the armed services. Some of the documents are 50 years old, but most of them cover the World War II period.

Defense Department documents exempt from the order include intelligence and counter-intelligence reports, atomic information, radarscope photography and considerable information involving dealings between the U. S. and foreign governments.

The declassification will cover many scientific and technical reports, research reports, the World War II lend-lease program and military inventories.

The declassification directive was the direct result of the pressure of newspaper groups, and the work of the Coolidge committee. The Coolidge committee made a study of classification in the Defense establishment, and in a report of November, 1956, had found that there was a great amount of overclassification of documents as top secret, secret and confidential. This committee also found that too many people were empowered to classify material, and that no really effective steps had been taken to declassify material.

This report formed the basic for much criticism of the excessive secrecy at the Pentagon, and the newspaper profession as well as the Moss subcommittee has kept after it since then. Many instances were turned up of ludicrous classification of weapons and reports going as far back as the Civil War.

Scientists and historians have joined in the criticism of the excessive secrecy at the Pentagon, and lack of effective steps to brush away some of this secrecy.

The order as finally written had a two-fold purpose: Saving money on storage space, and making information available for scientists or historians.

While the order represents a major step, the Pentagon itself reveals that the total number of secret documents in government files is 2,640,000,000 sheets of paper, or about one for every person in the world.

Representative Moss had words of commendation for the Defense Department for the step taken, but also pointed to the need for Defense Secretary Neil H. McElroy taking some steps to stop the present rate of classification.

Moss said that the next step must provide "adequate declassification and downgrading of current documents which are being classified at greater rate than in World War II."

The Pentagon gave these figures to show the kind of a saving that can be made on declassification. It costs from \$2 to \$7.28 a cubic foot to store secret documents, and only about 80 cents a cubic foot to store non-secret documents.

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## X

### "PARTIAL IMPROVEMENT" IN FOUR CASES

There were an additional four areas where the Moss subcommittee reported "partial improvement" in the availability of information from federal agencies. They were:

1. The Navy agreed that there was little justification for the security classification applied to part of an historical study of machine guns, but contended there were neither the funds nor the manpower necessary for doing the declassification job.

2. The Health, Education and Welfare Department agreed to make available to Congress information about advisory councils of the Public Health Service but said the information would not be made public because council members might be "subject to harassment" on

controversial proposals or might "suffer embarrassment."

3. The Defense Department and the military services explained that repeated restrictions on the press at the scenes of military accidents in civilian areas outside military jurisdiction were "errors" or "misunderstandings" and promised to enforce adherence to regulations prohibiting military interference.

4. A survey of Federal lending agencies by the Moss subcommittee indicates that full information on Federal loans is made public by a few agencies but extensive restrictions are applied to most information about the lending of Federal funds.

## XI

### CASES WHERE THE PRESS LOST

But, to balance against the specific gains, there were many areas in which Federal agencies did not remove their restrictions on information. Cases where restrictions on Federal information were continued were as follows:

1. The Air Coordinating Committee refused to give a California official serving on an ACC advisory group, minutes of an ACC meeting at which matters affecting California were discussed. In this case the director of aeronautics for the State of California, upon appointment to a regional airspace subcommittee advisory to the Federal ACC, asked for copies of the minutes of an ACC meeting at which matters affecting airports in the San Diego area were discussed. The state official was denied access to the minutes by Elwood R. Quesada, ACC Chairman. Quesada stated "It is essential to efficient and effective administration that employees of the executive branch of the Government be in a position to be completely candid in advising with each other on official matter."

2. The Secretary of Commerce refused to relax restrictions on information from the Business Advisory Council even after the disclosure that a Government official had suggested the use of pressure by major advertisers at a Council "dinner" meeting.

3. The Board of Army Engineers for Rivers and Harbors reversed its previous policy of meeting in public, keeping secret even the votes of Board members on billions of dollars worth of public works projects handled by the Board.

4. The Defense Department failed to take steps to declassify the huge backlog of classified material although Congress brought the problem to the attention of the Defense Department two years ago and work was started on a declassification program a year ago.

5. The Public Housing Administration refused to make public reports on housing authority management which had resulted in the dismissal of local housing authority officials.

6. The State Department issued written orders restricting press contact with knowledgeable research officials and issued oral instructions requiring Department officials to write memorandums following discussions with reporters, even at social gatherings. There were some complaints about this policy from the reporters covering the State Department, but the full extent of this policy could not be determined.

7. The Defense Department issued directives restricting information necessary for the General Accounting Office to carry out its statutory duty as the major arm of Congress in investigating financial operations in the Department.

8. The International Cooperation Administration refused the General Accounting Office reports evaluating foreign-aid projects, and the ICA Director even asserted a personal "right" to determining what information Congress and its committees should have.

9. The Commerce Department issued an order restricting contacts between Congressional committees and the knowledgeable Department officials. The Moss subcommittee learned early in 1958 that a directive stated all formal or informal appearances before Congressional committees be cleared with the Department's General Council.

## XII

### BATTLE STILL TO BE WON

Summing up freedom of information in Washington, 1958, there is still a tight curtain of secrecy over all records of the expenditure of the people's tax funds; no audited reports of this expenditure of tax funds are submitted to the people, as is the case in our city, county and state governments; and there is a varying degree of arrogance on the part of the bureaucrats from top to bottom, with the Pentagon perched firmly at the top. For instance, all reports of our rocket experiments at Cape Canaveral, Florida, undergo a subtle form of governmental censorship.

But the problem, keynoted by the bureaucrats' public espousal of the "doctrine of executive privilege," finally has been hoisted out on the top of the table for all to see and hear. And the press, for many years fighting a lonely battle against overwhelming odds in behalf of the American people's inherent right to know, has acquired such staunch allies as the Congress and the Bar Association. And there definitely are beginning to show cracks and crevices in the bureaucrats' arrogant secrecy.

The battle is still to be won but your committee is firmly convinced that it can be won provided every editor, publisher and newsman in our land sloughs off his apathy and lends sincere and enthusiastic help in behalf of the cause of American freedom.



# Sigma Delta Chi Awards

## For distinguished service in Journalism...

### General Information

The Sigma Delta Chi Awards for Distinguished Service in Journalism have been awarded annually since 1932 for outstanding achievements in journalism during a calendar year and winners are usually announced in April.

The awards proper consist of bronze medallions and accompanying plaques.

### NOMINATIONS

Nominations for any one of the Sigma Delta Chi Awards may be made by the author or any other party. A nomination form is enclosed. Additional forms are available on request. These awards are open to both members and non-members of Sigma Delta Chi and may be either men or women. They must, however, be Americans.

February 1, 1959 is the deadline for nominations. Nominations postmarked on that date will be accepted. Mail or express entries to:

Victor E. Bluedorn, Director  
Sigma Delta Chi Awards in Journalism  
35 East Wacker Drive  
Chicago 1, Illinois

### EXHIBITS

All awards are offered for specific work done during the calendar year 1958.

Each nomination must be accompanied by an exhibit and nomination form, filled out by typewriter or print.

A brief biography and pix of nominees may accompany each nomination for categories.

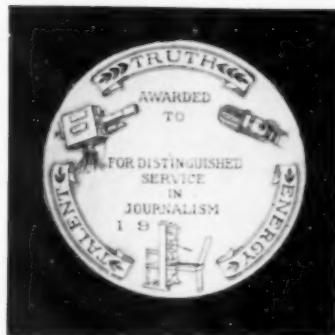
A nomination intended for more than one category requires a separate exhibit for each. Each nomination and nomination form must be clearly marked to show category in which it is entered. Several nominations may be sent in one package, but each should be identified and accompanied by separate nomination form.

All nominations will be acknowledged. Exhibits cannot be returned. All become the property of Sigma Delta Chi.

### RULES

Exhibits in press divisions should be in scrapbook form, measuring not larger than 15 inches by 20 inches, and should include clippings or photostats. Those who want to enter full pages, to show display, should fold them in half. Radio and television reporting exhibits should consist of recordings, tapes, or film and a typewritten summary.

Radio or television newswriting exhibits are limited to typescripts. Radio public service exhibits should consist of recordings or tapes with a typewritten summary. Television



public service exhibits should include film (if available) and a typewritten summary.

Research exhibit should consist of manuscript, galley proofs, or printed book.

**NOMINATIONS NOT MEETING THE ABOVE SPECIFICATIONS WILL NOT BE ACCEPTED FOR JUDGING.**

### JUDGING

The material submitted for consideration for the awards will be judged by a jury of veteran and distinguished journalists. All decisions will be final. Any award may be withheld in case the judges decide that none of the material submitted is worthy of special recognition.

### Awards Categories

#### PRESS (General)

**1. General Reporting:** For a distinguished example of a reporter's work, either a single article or a series on a related subject, published during the year, the test being readability, accuracy and completeness, interest, enterprise and resourcefulness of the reporter in overcoming obstacles.

**2. Editorial Writing:** For a distinguished example of an editor's work, either a single editorial or a series relating to the same subject, published during the year; editorials by any one writer being limited to three, a series on a single topic counting as one entry.

**3. Washington Correspondence:** For a distinguished example of reporting national affairs by a Washington, D. C., correspondent, either a single article or a series on the same or related subject, published during the year.

**4. Foreign Correspondence:** For a distinguished example of reporting international affairs by a Washington, D. C., correspondent, either a single article or a series on the same or related subject, published during the year.

**5. News Picture:** For an outstanding example of a news photographer's work, either a single picture, or sequence or series of pictures, published during the year; photographs by any one person being limited to six, a series on a single topic counting as one entry.

**6. Editorial Cartoon:** For a distinguished example of a cartoonist's work, a single cartoon published during the year, the determining qualities being craftsmanship, interest, forcefulness and general worth; cartoons by any one person being limited to six.

#### PRESS (Newspapers)

**7. Public Service in Newspaper Journalism:** For an outstanding public service rendered by a newspaper in which exceptional courage or initiative is displayed in face of opposition from antisocial forces, political, or other discouraging or hampering forces. Nominations are to be accompanied by a complete file of clippings or photostats, together with a statement of facts concerning the circumstances which prompted the newspaper in its undertaking and the results obtained. Those who want to enter full pages, to show display, should fold them in half since exhibit should not be larger than 15 inches by 20 inches.

#### PRESS (Magazines)

**8. Magazine Reporting:** For a distinguished example of current events reporting by a magazine writer, either a single article or series related to the same subject, published in a magazine of general circulation during the year.

#### 9. Public Service in Magazine Journalism:

For an exceptionally noteworthy example of public service rendered editorially or pictorially by a magazine of general circulation, special consideration being given to leadership or service achieved in the face of antisocial, political or other hampering forces, other tests being extent of good accomplished, enterprise, initiative, and effectiveness of presentation through pictures, articles, editorials and other graphic means; nominations being accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in its undertaking and the results obtained.

#### RADIO OR TELEVISION

**10. Radio or Television Newswriting:** For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

#### RADIO

**11. Radio Reporting:** For the most distinguished example of spot news reporting of a single news event scheduled or unscheduled, broadcast by radio as it happened or soon after it happened; exhibits consisting of a typewritten summary and recordings or tapes, running time not longer than fifteen minutes. This award may go to an individual, station, or network.

**12. Public Service in Radio Journalism:** For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment, commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of a typewritten summary, disc recordings, or tapes, not to exceed fifteen minutes.

#### TELEVISION

**13. Television Reporting:** For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled; broadcast by television as it happened or soon after it happened; exhibits consisting of typewritten summary and if available, a segment or summary of 16 mm film or kinescope, not longer than fifteen minutes. This award may go to an individual, station, or network.

**14. Public Service in Television Journalism:** For an outstanding example of public service by an individual television station or network through television journalism, the best being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment, commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm film or kinescope, not longer than fifteen minutes.

#### RESEARCH

**15. Research About Journalism:** For an outstanding investigative study about some phase of journalism based upon original research, either published or unpublished, and completed during the year.

## 1958 Awards Announcement

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